

**BERLIN PARTNER**  
for Business and Technology

**BERLIN**



**20  
21**



**ANNUAL REPORT**



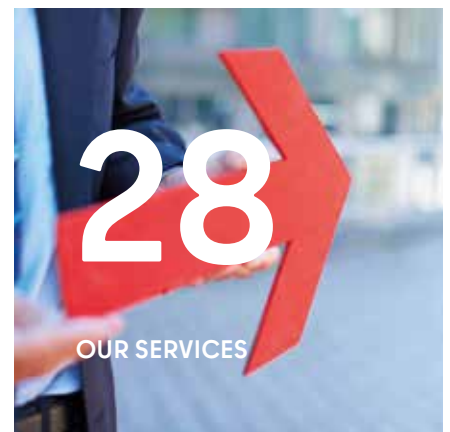
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## DEAR READERS,

When reflecting on developments in 2021, we must be careful not to reduce everything to the impact of the pandemic. Nonetheless, the coronavirus continued to play an important role throughout the year, despite the good news delivered at the end of 2020: A vaccine had been developed. Like many others, I was optimistic and thought, “It’s over! We’ll be able to contain the virus.” But we didn’t. On the contrary. Or as former footballer Thomas Häßler once put it: “We didn’t want to concede a goal in Bremen. That plan worked just fine, until we conceded a goal.” Similarly, with the pandemic, we didn’t want to find ourselves in a fourth wave, which worked just fine – until the fourth wave.

But that wasn’t everything that happened in 2021. There’s also the news that Berlin startups received a whopping €10.5 billion in investments, which shows that Berlin is once again on a record-breaking path. This new record is no coincidence, it’s the result of hard work by everyone involved. Having refused to give in to the setbacks they’ve faced, founders in Berlin have achieved a comeback of colossal proportions. It’s sensational, inspiring, it’s downright phenomenal. We’re proud of being able to help facilitate this comeback. We’re happy to report that our support to the billion-dollar industries of fintech, e-commerce, mobility, health and energy is paying off. The fact that these industries map nearly one-to-one with our innovation clusters is also no coincidence; it shows that we’re on track with the issues we focus on. Congratulations to everyone who contributed to this milestone achievement for Berlin as a business location. Congratulations to all entrepreneurs, who truly own this success!

I am sure that 2022 will not be an easy year, one in which we can simply pat ourselves on the back in mutual congratulations. Nevertheless, we at Berlin Partner have set our sights high and are eager to do our best for entrepreneurs in Berlin this year as well. The fact that we’ve been recognized internationally for providing the best support to existing customers and the best in digital applications and cleantech specia-

lization (fDi Strategy Award), in addition to the fact that our Business Immigration Service has received a “Benchmark” rating from Harvard Business Review, makes me and the entire Berlin Partner team very happy. We are, in fact, a bit proud of these accolades and are tremendously motivated.

I was described as “bizarrely optimistic” in a radio interview conducted during the last year. I’m sure that wasn’t meant in a bad way. In my view, it was much more; it was a nice compliment. Ever since the virus sent all of us into home office environments, we at Berlin Partner have seen it as our duty to encourage and motivate, to serve as an antidote to the havoc wrought by the pandemic. I’m pleased to see that there are several signs of our success in this regard. And, hopefully, at the end of this year, we can finally say: “It’s over. It’s time to embrace carefree fun again – whether at work or while partying.” After all, that’s what Berlin still does best.

Sincerely,

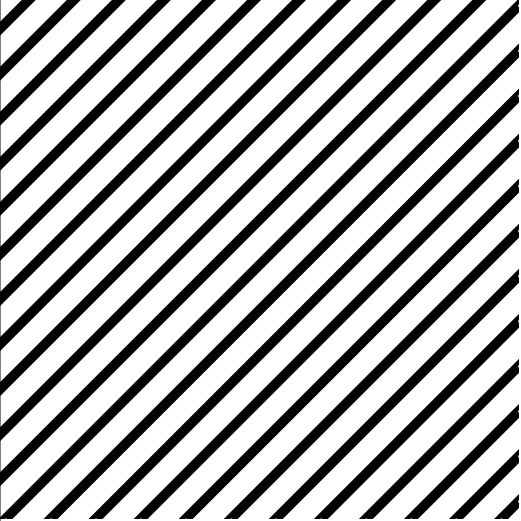
Dr. Stefan Franzke  
CEO

# COMEBACK BERLIN

Berlin is defying the crisis. After two trying years that have posed challenges to everyone in Berlin, and entrepreneurs in particular, we see a varied image emerging, as is typical for Berlin. On the one hand, the global economic crisis has delivered a severe blow to the city and especially its event, hotel and hospitality sectors, though it has clearly affected the retail sector as well. On the other hand, Berlin is once again poised to set another record. In 2021, for the first time ever, Berlin was voted Europe's best startup location. More funds than ever before flowed into Berlin startups last year.

According to a survey of nearly 1,300 founders, Berlin is the best city in Europe to start a business. Berlin received high marks from respondents in 29 different countries, showing a five-percentage point increase over last year's survey as the top-rated location. As the top pick among 39% of those surveyed, Germany's largest city thus surpassed London (36%). Replacing London at the top of the ranking, the German capital has taken first place in the annual opinion poll for the first time.





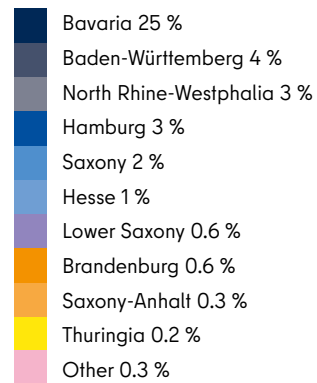
# €17.4

## BILLION FOR GERMANY (TOTAL)

The audit and consulting firm EY's startup barometer also reports record figures for Germany: The total sum of all venture capital investments in German startups more than tripled in 2021 from €5.3 billion to almost €17.4 billion (up 229%). The number of rounds of financing also rose by 56% to 1,160, which also marked a new record. The number of major deals with a volume in excess of €100 million saw explosive growth, increasing from 8% in 2020 to 33% in 2021.

Berlin remains the epicenter of Germany startup activity: More than half (60%) of the money invested in Germany (€10.5 billion), went to Berlin-based companies last year (previous year: €3.1 billion). Berlin thus outpaces Bavaria (€4.4 billion) and Baden-Württemberg (€600 million) in second and third place, respectively, by a wide margin. Of the 10 largest rounds of investment registered in 2021, seven were accounted for by Berlin-based companies and three by startups based in Bavaria. Most of these funds went to FinTech/InsurTech companies, which received a total of €3.8 billion (previous year: €0.6 billion), and e-commerce startups, in which €3.7 billion was invested (previous year: €1.0 billion). Berlin was thus able in 2021 to maintain its position as Germany's leading startup location and once again registered a significant increase in financing activities.

Billie Holiday has been quoted as having said that "Everybody says I'm making a comeback, but nobody ever tells me where I've been." Having survived several disasters, Berlin knows how to pull itself back up again. Companies across the city, and especially the founders that have built their businesses here, have refused to let the many setbacks they've faced get in their way. They are as inspiring as they are courageous.



# €10.5

## BILLION GO TO BERLIN



# FUNDING PARTNER 2021

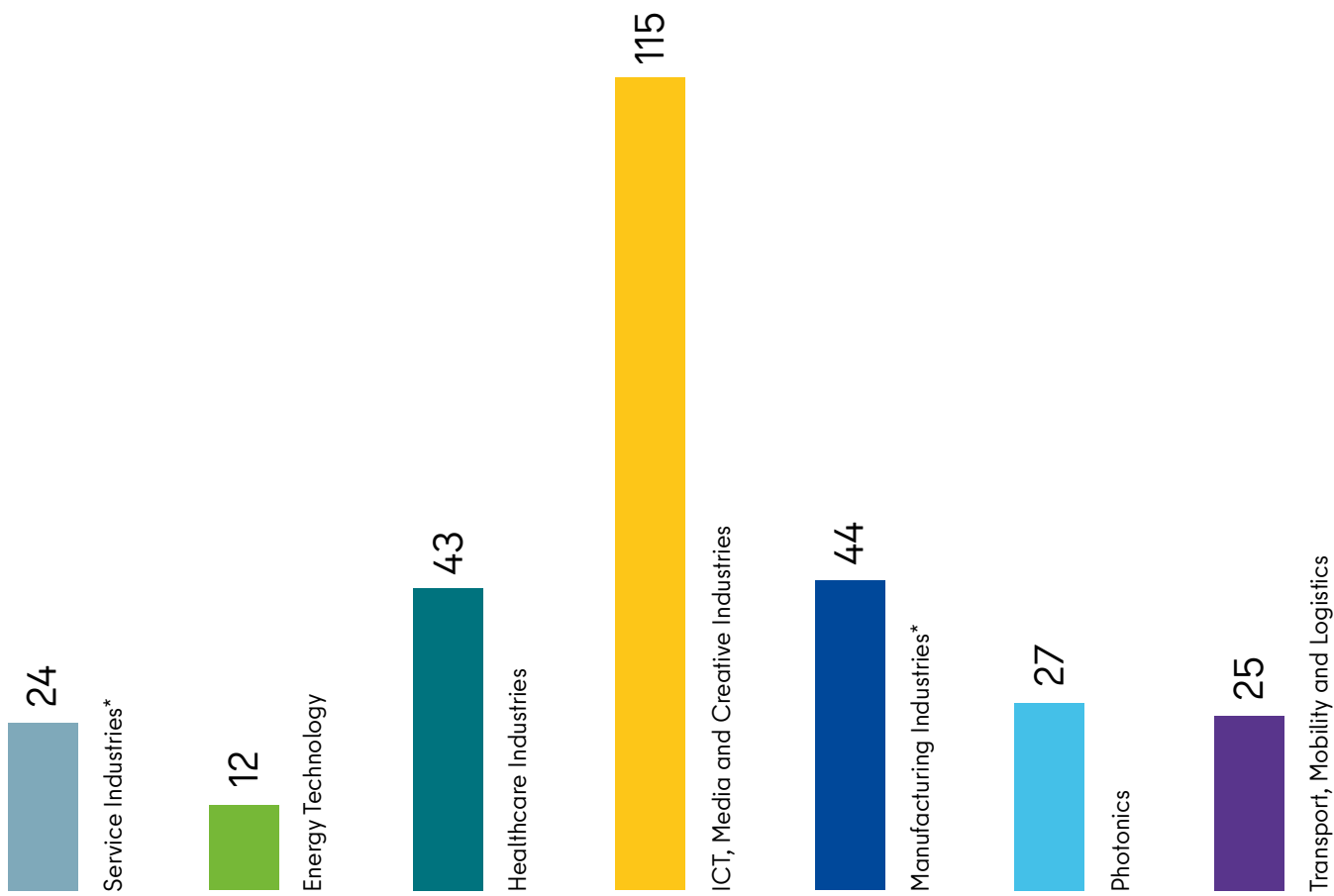
The Berlin metro area, as Germany's region for innovation, technology and R&D, is one of Europe's most dynamic economic locations. Berlin Partner is committed to fostering economic growth, promoting business, technology and innovation, and making sure entrepreneurs, investors and talent around the world stay informed of the benefits the capital city has to offer.



Berlin Partner also helps established companies and research facilities build their business and regional networks – in part by providing them opportunities to tap into Berlin Partner's own extensive network. In addition, Berlin Partner's experts help others with information regarding funding opportunities, as well as finding suitable locations and qualified personnel for their business.

A number of facts and figures testify to Berlin Partner's impact in fostering business development. First, there are the number of jobs that have been created or safeguarded as a result of Berlin Partner support. Other tell-tale signs of success include the investment volume and third-party funds obtained by projects supported by Berlin Partner.

In 2021, the city of Berlin, its economy and business development advocates were able to post positive results – despite the ongoing coronavirus crisis. Indeed, this encouraging trend is reflected in Berlin Partner for Business and Technology GmbH's balance sheet: Through 290 successfully completed projects, Berlin Partner has supported companies that have created a total of 6,708 new jobs in the city. This involved nearly €637.8 million in investments and the acquisition of €138.5 million in third-party funds for research and development.



\* Outside of the cluster

# 290

SUCCESSFULLY  
COMPLETED PROJECTS

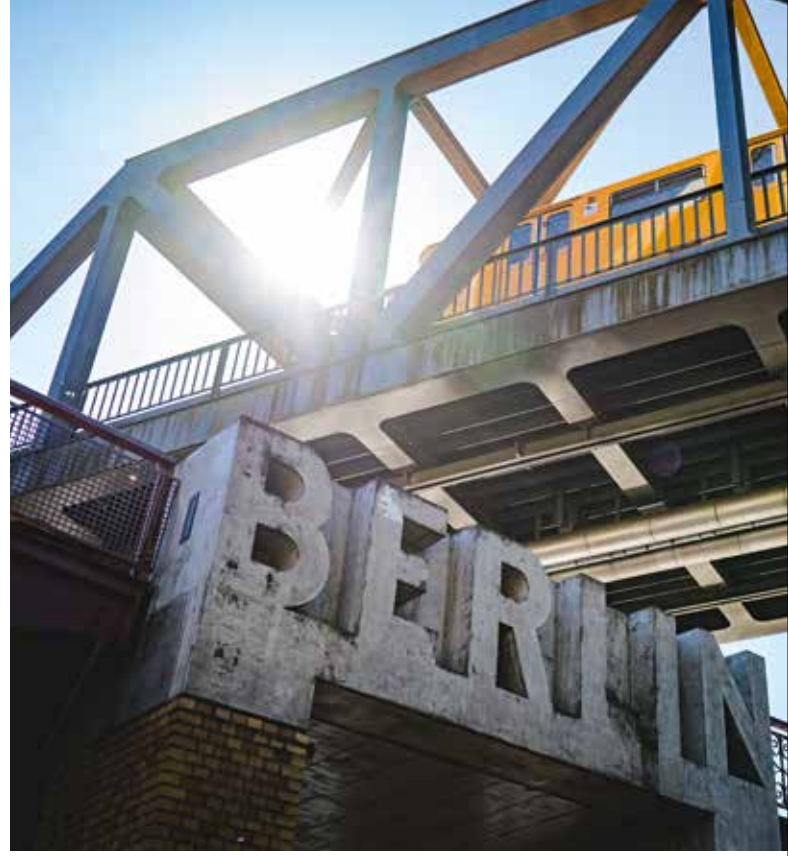
127   43 % Portfolio management	
83   29 % Relocations	80   28 % Innovation projects

4293 | 64 %

Portfolio management

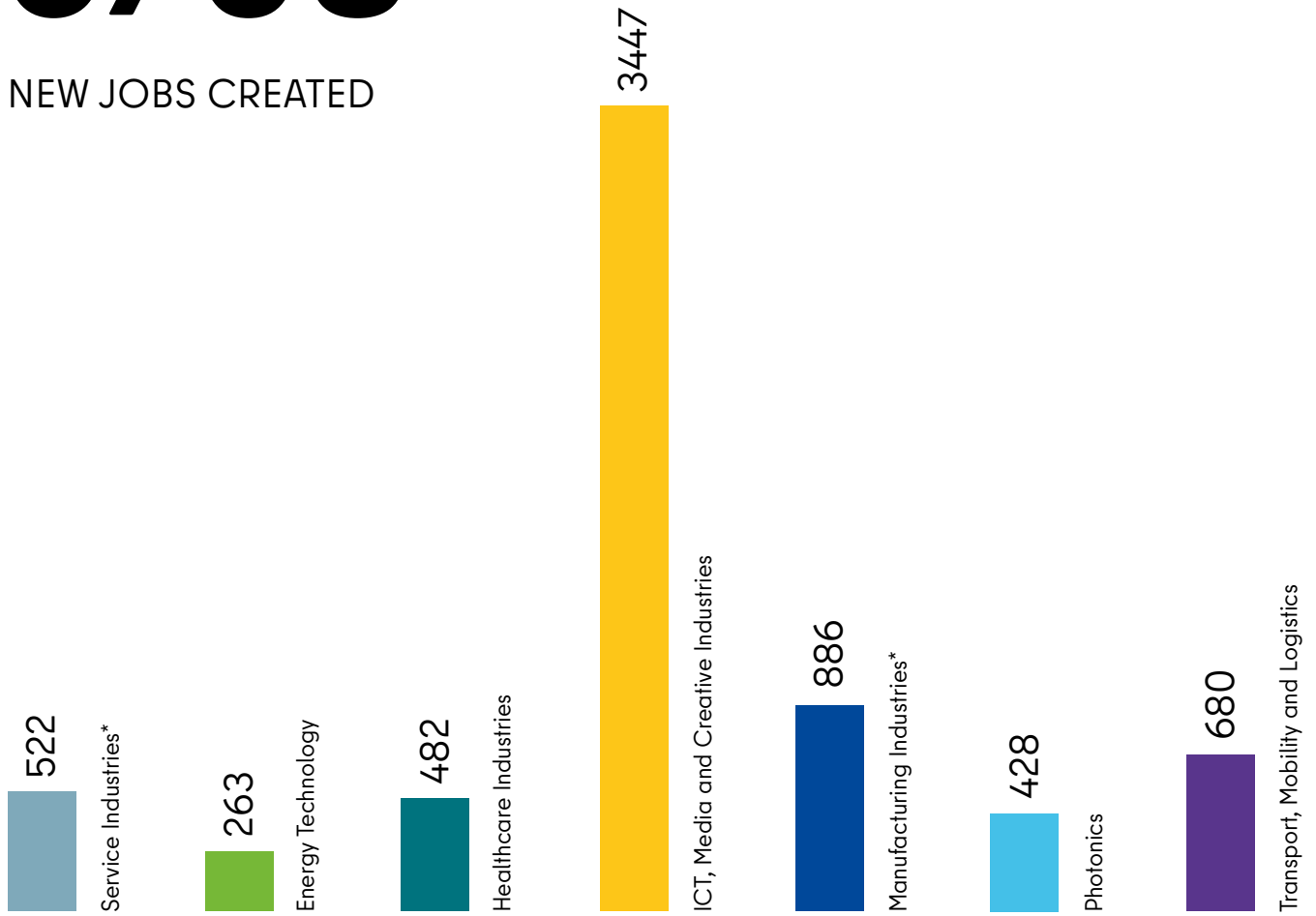
2415 | 36 %

Relocations



# 6708

NEW JOBS CREATED



\* Outside of the cluster





### IBB REGIONAL IMPACT CALCULATIONS

To calculate additional economic effects for the Berlin region, economists at the state of Berlin's business development bank, IBB, apply a Berlin-tailored macroeconomic model to determine the impact of economic policy measures and structural changes to the Berlin economy. The model can simulate sectoral effects and calculate the impact of a shock or economic event on regional growth. An economic reference scenario underlies this macroeconomic model.

# € 1.3 BILLION

INCREASE IN GDP\*

# €170 MILLION

INCREASE IN PUBLIC REVENUE\*

# 1100

ADDITIONAL JOBS\*

\*2021 - 2023

# €637.8 MILLION

IN PLANNED INVESTMENTS

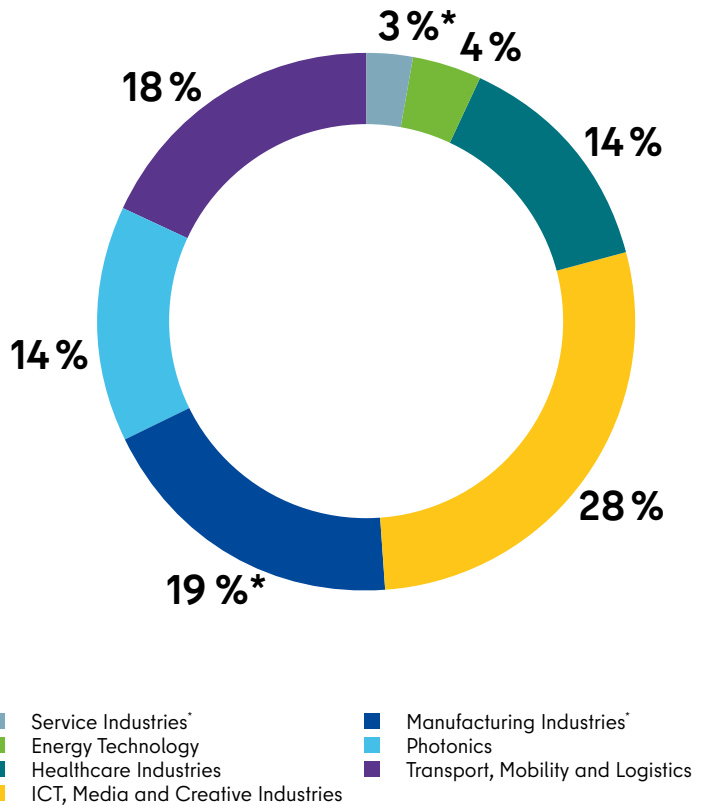
€529.4 million

Portfolio management



€108.4 million

Relocations



\* Outside of the cluster

# 153

RESIDENCY PERMITS ISSUED FOR 124 COMPANIES  
WITH ASSISTANCE FROM THE BUSINESS IMMIGRATION SERVICE

origin of recipients



55



38



27



16



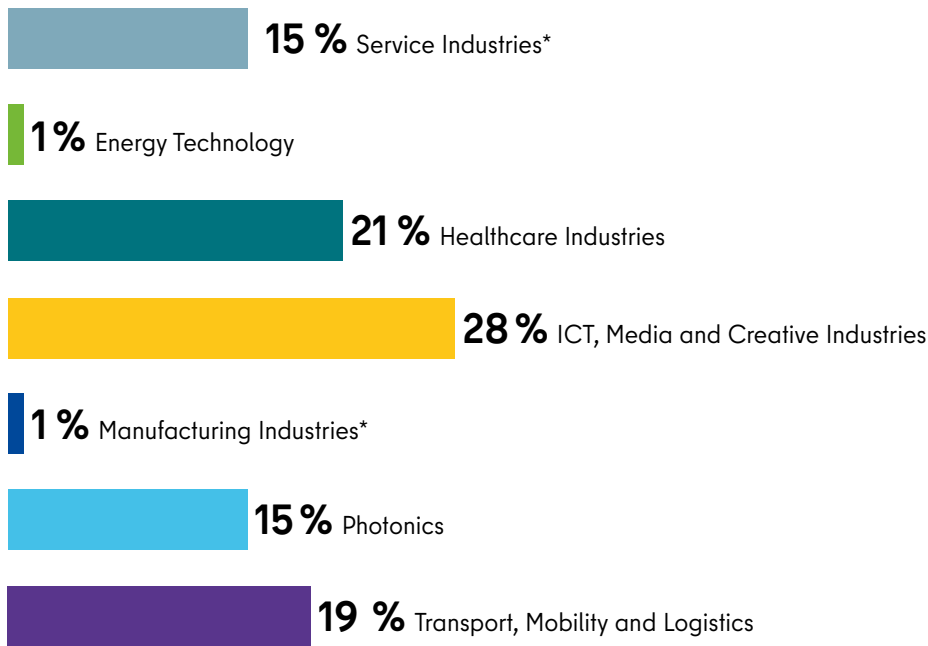
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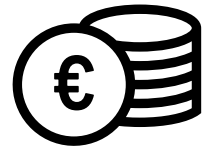
6

# €138.5 MILLION

IN THIRD-PARTY FUNDING FOR RESEARCH AND DEVELOPMENT ACQUIRED



\* Outside of the cluster



**€3.2 million**  
EU funding

**€82.7 million**  
Federal funding

**€20.5 million**  
Berlin state funding

**€0.2 million**  
Brandenburg state funding

**€31.9 million**  
Companies' equity capital

# 83

BUSINESS  
RELOCATIONS

- 38 | 46% Germany
- 20 | 24% Europe and Russia
- 13 | 16% North, Latin and South America
- 12 | 14% Middle East, Asia and Oceania

# ENERGY TECHNOLOGY

## **SINTEG PROJECT WINDNODE ENDS AFTER MORE THAN FOUR YEARS**

After more than four years of research, the Showcasing Smart Energy Systems from Northeastern Germany “WindNODE” project, which was funded by the German Federal Ministry for Economic Affairs and Energy as part of the Smart Energy Showcase Digital Agenda for the Energy Transition (SINTEG) program, was brought to a successful conclusion through a digital conference held on March 16, 2021. Berlin Partner’s Energy Technology cluster, as a member of the project’s steering committee and full partner in the consortium overseeing the “Participation and Dissemination” action area, helped ensure that eastern Germany’s first real-life pilot project showcasing energy transition was brought to other regions by holding events on internationalization, promoting challenges on energy transition issues and creating a traveling exhibition on the project.

## **WHAT’S NEW IN THE ENERGY TECHNOLOGY CLUSTER**

In addition to our new cluster spokesperson Dr. Kathrin Goldammer, Managing Director of the Reiner Lemoine Institute in Berlin, the advisory board’s new members introduced themselves virtually on August 17 at the annual advisory board meeting of the Energy Technology Cluster. At this meeting, twelve leaders (six from each region) representing the business, industry and research communities in Berlin and Brandenburg delivered presentations on their activities and the issues affecting their areas, and discussed what they expect from their role as a board member. This was followed up by a strategy workshop held in November. These individuals will play a key role in determining the cluster’s thematic priorities and the direction to be taken by its management.

## **NEW CONGRESS FORMAT “INFRA SPREE” SUCCESSFULLY LAUNCHED**

Berlin’s congress for infrastructure, urban water management, planning, development, and pipeline construction and rehabilitation professionals, in short, InfraSPREE, was held at the Kosmos cinema theater from September 29 – 30. Organized by the AQUANET network for Berlin-Brandenburg, the congress featured a Clean Technologies booth from Berlin Partner, which served as a partner of the event.

## **ELECTRIFYING OUR FUTURE IN 2021: BATTERIES**

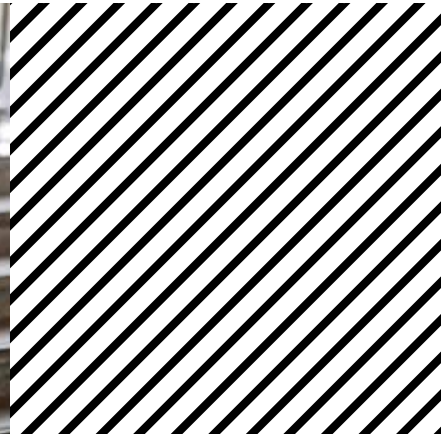
Today’s battery manufacturing processes represent a game-changer in energy supplies as Europe’s major automotive and electronics OEMs announce a growing number of large cell manufacturing facilities on the continent. Germany’s capital aims to be at the forefront of this development, and Berlin Partner has taken the first steps of establishing Berlin as a “Battery City.” This involved creating a battery-sector location pitch for Berlin through a large-scale acquisition campaign. This was then used to write to a total of more than 100 selected companies worldwide. We followed this up with innovation workshops, providing support for a number of project plans with partners from the region, and our strong contribution to the first-ever Future Battery Forum event that was held mid-November in Berlin.



# SUSTAINABLE ENERGY SUPPLY



DR. RAINER HÖNIG,  
FOUNDER AND MANAGING DIRECTOR, BETTERIES AMPS



## What exactly is your product? And what's unique about your project and business model?

Betteries has developed a power supply system based on 2nd life electric vehicle batteries. Battery upcycling is able to reduce the CO<sub>2</sub> footprint of electric vehicles (EV) by up to 32% per kilometer. This makes it possible to save on valuable resources, such as lithium and cobalt, and to avoid CO<sub>2</sub> emissions.

Our products are mobile, modular, versatile and connected to the internet. They're ideal for productive application in developing countries as well as in industrialized nations. Our modular design allows us to offer power supply systems from 2.3 to 240 kWh, each based on the same building block consisting of seven 2nd life battery modules. It's easy to mass-produce these modules, and we're able to achieve economies of scale and operate profitably. Thanks to the cloud connectivity of the battery solutions on our proprietary platform, we're able to offer additional services ranging from basic asset monitoring and tracking to predictive capabilities enabled by cutting-edge machine learning and AI technologies. At the end of their productive 2nd life use, the batteries are then sent to a recycling partner.

## What's the market outlook for (used) batteries?

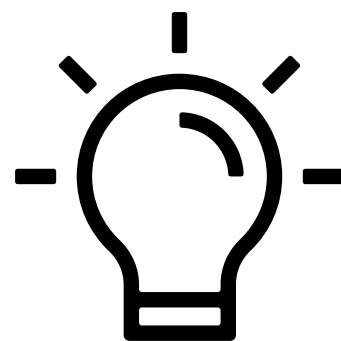
The market for used batteries from electric vehicles is still in its infancy, but experts are expecting a veritable tsunami. Electro mobility has achieved a breakthrough in recent years, and this means that around seven million batteries from electric vehicles will be released by 2025 - and they will still contain enough energy to supply a city like Berlin for roughly 50 days. By 2030, we expect to see 200 million batteries from the automotive industry.

## Why is Berlin the right location for betteries?

Berlin's startup ecosystem has a key advantage in its easy access to international talent and capital. For a battery manufacturer like betteries, we benefit from close ties to other companies in the energy tech sector, and the links between the business and research communities are essential for driving innovative product development. It's the only way to gain the momentum necessary to foster a sustainable energy supply and e-mobility. Plus it creates the basic framework for the implementation of the European Green Deal.

## What kind of support have you received from Berlin Partner thus far?

We receive very valuable support from Berlin Partner, for example, in the form of work permits for international candidates, marketing activities, connections to other experts at locations like the Future Battery Forum, but also in the application process associated with funding programs like ProFIT for our own innovative product development.

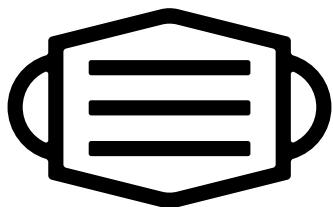


# HEALTHCARE INDUSTRIES

The Berlin-Brandenburg region is a leading international location for the life sciences, the healthcare industry and healthcare provision. The region's strengths lie primarily in its unique landscape of research facilities and clinics as well as in the close networking between major actors working in R&D, clinical practice, national associations and the manufacturing industry. This includes over 600 companies in the biotech, pharma and med-tech sectors, around 40 large research institutes and universities with a focus on the life sciences, and more than 130 clinics, including Europe's largest teaching hospital, Charité - Universitätsmedizin Berlin. The region's many tech parks and professional networks, especially in the biotech and med-tech realm, provide an excellent infrastructure that makes it easy to translate the latest scientific research into innovative products.

## INTERNATIONAL CAPITAL FOR THE LIFE SCIENCES IN BERLIN

Berlin has an excellent reputation across the globe as a top location for the life sciences. This was demonstrated recently by a series of financing rounds involving international capital, in which three of the region's leading companies known for their work in medical AI and new active substances - Care-syntax, Ada Health and T-knife - were able to raise roughly €300 million in just a few months.



» **OUR TECHNOLOGY WAS ALREADY HIGHLY ADVANCED BEFORE WE FOUNDED OUR COMPANY, AND WE HAD A BROAD SET OF DATA SUPPORTING OUR HYPOTHESIS. IN ADDITION TO OUR EXCEPTIONALLY TALENTED TEAM, THESE WERE THE MOST CONVINCING ARGUMENTS FOR OUR INVESTORS.**

DR. ELISA KIEBACK,  
CHIEF TECHNOLOGY OFFICER AND CO-FOUNDER, T-KNIFE



### IMPROVING WELL-BEING WORLDWIDE - GLOBAL HEALTH IN THE CAPITAL REGION

Still, promoting health is also a global task, especially when it comes to preventing the spread of infectious diseases. Global health includes concepts and interventions designed to improve overall health and combat disease in a globalized world. In the capital region, there are a number of players active in this field. One major step was the launch of the Hub for Pandemic and Epidemic Intelligence set up by the World Health Organization (WHO) on September 1, 2021 in Berlin. The hub now acts as an international research platform whose aim is to detect and ideally prevent pandemic outbreaks at an early stage. Among the hub's founding partners are the Charité and the Robert Koch Institute, both of which are involved in advancing global health outside the hub as well.

### BENCHMARKING: WHAT IS THE CLUSTER'S POTENTIAL?

A recent international benchmarking study commissioned by Berlin Partner for Business and Technology showed that Berlin is on par with other global leaders, including Boston at the top of the list, Singapore in Asia and fellow European competitors London and Copenhagen. The study confirms the following: Berlin is one of the world's top locations for the healthcare industry, coming in at third place in the ranking behind Boston and London, and followed by Singapore and Copenhagen. And the trend shows no sign of slowing down!

**14,278**

Companies

**€26.7 BILLION**

Revenue

**244,085**

Employees

Source: Berlin Senate Department for Economics, Energy and Public Enterprises

# ICT, MEDIA AND CREATIVE INDUSTRIES



JURY MEETING AT THE LUDWIG ERHARD HAUS BERLIN ON SEPTEMBER 1, 2021 TO SELECT CANDIDATES FOR THE FINAL ROUND OF THE CREATIVE CITIES CHALLENGE

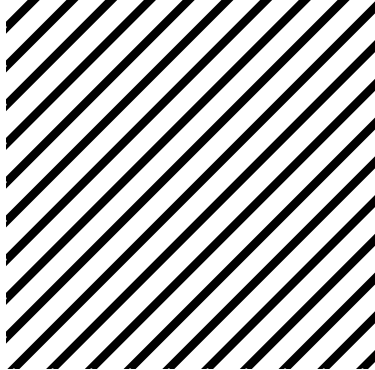
## BERLIN, LONDON, NEW YORK AND PARIS JOIN FORCES TO REVITALIZE THE CULTURAL AND CREATIVE INDUSTRIES

The Global Innovation Collaborative (GIC) was launched in March 2021 by the cities of Berlin, London, New York and Paris. Its goal is to work together to develop solutions designed to help the cultural and creative industries recover from the impact of the COVID-19 pandemic. By means of an innovation competition known as the “Creative Cities Challenge,” the GIC aims to leverage the knowledge, skills and ingenuity of the four metropolitan areas to develop tools, systems and approaches that can help to revitalize and strengthen each city’s creative economy. The GIC is supported by strategic partners such as Bloomberg Associates, Microsoft and Nitrous. Together with these partners, the city

teams provide innovators with knowledge, expertise, services in kind and opportunities to test ideas in practice. In addition to Berlin Partner and its Media/Creative Industries and Area Management USA/Canada teams, the Berlin contingent includes the Clubcommission, Kulturprojekte Berlin, media:net berlinbrandenburg, the Berlin Senate Department for Economics, Energy and Enterprises, Tech Open Air and visitBerlin. Among the Berlin finalists are the winning initiative Clubtopia by BUND Berlin e.V. as well as Tempelhof Lab by Cradle to Cradle NGO and Public Ticket Solution by visitBerlin.

For more information about the GIC and the winners, visit [www.citiesinnovation.global](http://www.citiesinnovation.global).





# BERLIN AI PIONEERS



BART DE WITTE AND VIKTORIA PRANTAUER, FOUNDERS HIPPO AI FOUNDATION

Health is a precious commodity. And yet, access to life-saving technologies and procedures is very unevenly distributed across the globe. Taking a radical approach, the Hippo AI Foundation aims to make the medical knowledge gained by means of artificial intelligence available to everyone, free of charge. With their groundbreaking approach to de-economizing data, the founder duo of Bart de Witte and Viktoria Prantauer was able to snatch up the startup prize at this year's German AI Awards.

**How did you come up with the idea of using global datasets to train AI to improve cancer diagnostics?**

**Bart de Witte:** There are significant information asymmetries in these business models, whereby it's capital that defines who can collect the biggest data and generate IP on the algorithms. Our idea involves collecting large reference datasets needed for AI modeling and then attaching a license notification to them. Each licensee is then required to always share the notification and place all derivatives under the same license. Basically, this allows us to create a new ecosystem based on radical openness.

**Viktoria, you bring a great deal of digital expertise to the Hippo AI Foundation, but you're also connected by means of a personal story.**

**Viktoria Prantauer:** In the summer of 2019, I was diagnosed with breast cancer, and this prompted a complete turnaround in my previously naive perspective on AI. Looking forward, I asked myself how I would want to apply my knowledge and where I would want to invest my energy.

It became very clear to me that I should put my own personal experience to work. The diagnosis and the treatment I was able to receive because I live in a country like Germany and have easy access to all these options - I'm keen to make this possible for everybody else. And that's what we stand for at Hippo AI Foundation.



**IOT specialists: RETHINKING EDUCATION!**

- **MakeUp Internet of Things**
- **June 2021 - June 2023**
- **Project volume roughly €1,200,000**

**Actors:** MotionLab.Berlin, CODE University of Applied Sciences, IoT+ Network e. V.

**Funding:** Part of the Digital Hub Initiative with funds from the BMWi

**Goal:** Well-trained professionals with knowledge of IoT and software programming for the creation of physical products, who are founding their own IoT startups or fostering the digitalization of Berlin companies.

**www.motionlab.berlin**

# MANUFACTURING INDUSTRIES

The Manufacturing Industries cluster serves industrial manufacturers whose products find application beyond the core areas associated with clusters spanning both Berlin and Brandenburg. This generally includes companies active in plant and mechanical engineering, electrical engineering, chemical and plastics processing and the food sector. Digital transformation continues to be a priority for these industries, especially in their second year operating under pandemic conditions. The focus among Berlin manufacturers is also increasingly shifting to the theme of sustainability, which is why future events will no doubt give greater consideration to topics such as lightweight construction and others. These include additive manufacturing, which is set to show considerable development potential in the region thanks to additional funding from the Innovation Promotion Fund.

## WORKSHOP SERIES “INDUSTRY MEETS STARTUPS”

Berlin Partner held two events in the second half of 2021 within the framework of its Industrial Master Plan designed to bring industrial manufacturers together with startups to discuss the needs and concrete issues facing today’s industrial community. These and similar workshops were set up to mitigate any concerns potentially standing in the way of cooperation between established companies and those just starting out. The ultimate goal of the gatherings is to more effectively tap the full breadth of the region’s innovation potential. For example, the first workshop dealt with the key opportunities and challenges associated with cooperating with startups. Roughly 50 participants from Berlin-based companies and startups exchanged their knowledge and experience in an online discussion held in small groups. The topics that proved to hold the most significant potential for cooperation were artificial intelligence (data analysis and quality control), industrial IoT and predictive maintenance and automation. In a second workshop, more than 30 participants gathered at the Startup Incubator Berlin (SIB) for a dedicated exploration of potential joint innovation projects.

## POTENTIAL ANALYSIS LIGHTWEIGHT CONSTRUCTION - A KEY TECHNOLOGY FOR THE CAPITAL REGION

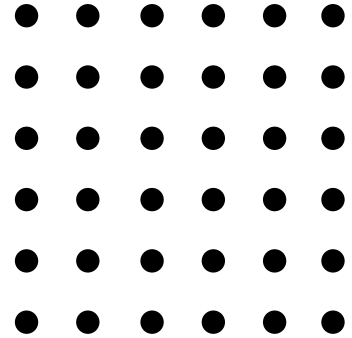
Lightweight construction is an important cross-sector technology that can make a considerable contribution to strengthening sustainable economies and achieving climate targets. The technology encompasses a wide range of relevant topics from construction design and the selection of appropriate materials all the way to the finished product and its ultimate recycling.

At the beginning of the year, Berlin Partner published a study on behalf of the Berlin Senate Department for Economics, Energy and Public Enterprises titled “Lightweight Construction in the Capital Region,” which took a look at the region’s hidden potential, its existing projects and regional synergies.

A key focus in the capital region is found in the mobility sector, especially in automotive and rail vehicles. But Berlin and Brandenburg are also home to global players and SMEs in the med-tech and aerospace sectors.

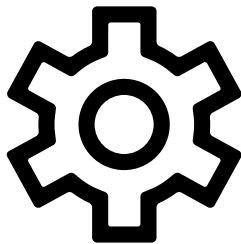
Many experts carry out research on trends and innovations in lightweight construction at numerous universities, colleges and scientific institutes in Berlin and Brandenburg. The main tech fields are modeling and simulations, followed by design. In this context, the particular focus is on metals, plastics and composite materials.

The capital region is a leader in materials research and development, and its outstanding startup ecosystem means it is well-poised to foster ongoing advances in lightweight construction as a key component of modern technologies as well as to promote forward-looking innovation projects. In associated tech fields, which include additive manufacturing and digitalization, Berlin and Brandenburg boast a high level of expertise and draw on cross-cluster synergies to foster initiatives and projects.



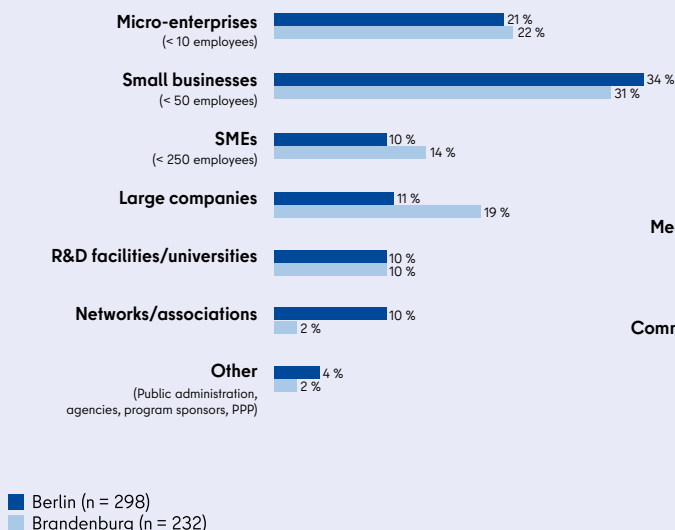
# WE BUILT THE HENKEL DX BERLIN HUB IN BERLIN TO SUPERCHARGE OUR BUSINESS WITH DIGITAL INNOVATIONS, NEW BUSINESS MODELS AND LEADING TECHNOLOGY SOLUTIONS TO CREATE ULTIMATE CUSTOMER AND CONSUMER VALUE.

MICHAEL NILLES, CDIO HENKEL

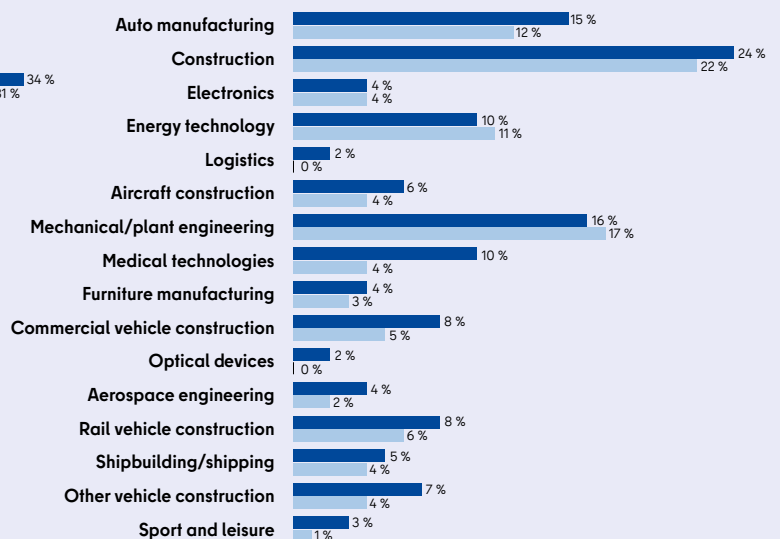


In the Aquahöfe in Berlin-Kreuzberg, the DAX company Henkel has created an innovation and technology center laid out on 1,300 square meters and designed to drive the company's digital transformation and thereby boost value creation for customers and consumers. Up to 100 employees work at the center to generate new and market-oriented tech solutions and to promote innovative business models in tandem with Berlin's startup ecosystem. The center is the first Digital Innovation Hub for Henkel, a company that holds leading market positions in the industrial and consumer sector thanks to its strong brands, innovations and technologies. Additional centers will be built in Asia and Silicon Valley. Berlin Partner assisted Henkel in setting up the center by providing information on funding options and also via its Talent Service.

Distribution of organization types in Berlin and Brandenburg



Sector distribution of lightweight construction actors in the capital region



Source: "Leichtbau in der Hauptstadtregion - Potenzialanalyse"

# PHOTONICS



The future is bright! Photonics - the physical science that manipulates light for scientific and commercial purposes - and microsystems technology number among the most important technologies of the 21st century.

Berlin-Brandenburg has become one of the world's most important locations in the field, offering ideal conditions for R&D and production thanks to its lively research landscape, a highly diversified industrial sector and the extensive reach of networking among those active in the region. New focal points of cluster development include quantum technologies and functional materials.

## SUMOLIGHT

Sumolight GmbH is an innovative, Berlin-based company that manufactures multifunctional LED and high-performance laser spotlights for the film and entertainment industry. At the heart of Sumolight's modular lighting systems is the foldable, hexagonal SUMOSPACE LED module, which is particularly lightweight, continuously dimmable and variable in color from warm to daylight white. The company achieved a key innovative leap in 2021 with the introduction of the SUMOSKY lighting system, which combines projection and lighting on large surfaces. The system can be used either alone or in combination with high-resolution LED video walls, as all types of content can be displayed in any video format or in Unreal Engine. Sumolight, which was founded in 2011 and currently has 13 employees, enjoys a secure market position among the world's leading film and TV production companies. It also holds a number of its own patents and develops and produces innovative products at its location in Berlin.

The company's annual financial statement showed a more than doubling of sales in 2019. Like many of its colleagues in the event industry, Sumolight felt the full impact of the pandemic-related lockdown and the complete stoppage of all film productions, including "Matrix 4" in Babelsberg, and was compelled to take advantage of the government's COVID-19 emergency fund. Berlin Partner assisted the company with the application process. In March 2020, Berlin Partner's Photonics cluster management introduced Sumolight to a potential cooperation partner from the research community. In a meeting with the company, they also discussed additional funding programs for R&D projects. This initiative led to the creation of a joint ZIM innovation project aimed at developing multi-emitter spotlights featuring high-quality color rendering and radiation adjustment capacities. In the further planning of the project, Berlin Partner provided support with application-related questions. In mid-2021, the application was approved and the project is now going ahead. Thanks in part to the excellent networks that connect all key players in the Berlin-Brandenburg region, Sumolight has transformed from a qualified manufacturer of high-performance LED lighting systems into a leading company with international appeal.



BMBF RUBIN ALLIANCE POLYCHROME BERLIN

**APRIL 2022 -  
MARCH 2025**

Project duration

**€13.2 MILLION**

Project volume

**€8.9 MILLION**

Project volume of partners from Berlin-Brandenburg

» **A BRIGHT NEW HIGH-TECH SECTOR FOCUSED ON THE MEDIUM OF LIGHT HAS EMERGED IN AND AROUND THE BERLIN-BRANDENBURG CAPITAL REGION AND ENTERED THE GLOBAL SPOTLIGHT. THE POLYCHROME ALLIANCE SEEKS TO CREATE FURTHER USPS FOR THE REGION AND CAPITALIZE ON NEW POTENTIAL.**

#### STATEMENT FROM THE POLYCHROME PROJECT ALLIANCE

The RUBIN Alliance PolyChrome Berlin is dedicated to photonics, which is by far one of the most important key technologies of our time. As a tech platform for the realization of hybrid optical components, the alliance's aim is to further develop new applications, for example, in sensor technology and analytics. These innovative photonic components are the technological prerequisites for many processes, not least comprehensive digital transformation and smart manufacturing. The majority of the twelve alliance partners, all of whom are drawn from industry and science in the Berlin-Brandenburg region, contribute their own core competencies to the Poly-Photonics Berlin tech platform, which was originally developed for the telecommunications industry. The goal now is to expand wavelength coverage and further advance R&D

in basic optical elements using novel polymer and silicon-nitride optical waveguides. This will enable a greater range of application areas in the future, including medical technology, diagnostics, environment analysis, food analysis and quantum communications.

# TRANSPORT, MOBILITY AND LOGISTICS

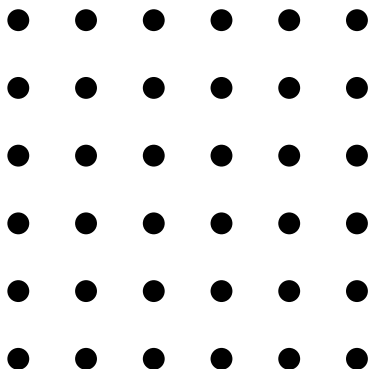
The mobility of people and goods in the Berlin-Brandenburg region continues to advance alongside today's major societal challenges, such as climate change, health protection, resource conservation and urbanization. A key aspect in this context is the importance of integrating the strengths and weaknesses of various transport modes into overall concepts of transport, mobility and logistics, but also into evolving societal arrangements. This cluster takes a topic-oriented approach and seeks to facilitate the creation of synergetic effects and the scaling of innovations beyond traditional sector boundaries. For example, the fields of transport and mobility management, automation and networking, digital production, vehicle and aircraft concepts and emerging technologies are seen as being equally as cross-modal as those clusters that are directly designated as "cross clusters fields of innovation," such as IT technologies, renewable energies and safety and security. This makes it possible to foster joint projects that extend from the research phase all the way to ultimate market success.

## SENSODIMARIS, THE "EAR ON THE MACHINE"

SensoDIMARIS stands for sensor technology, real-time condition monitoring and augmented reality in streetcars as well as for early-stage error diagnostics and preventive maintenance. The mFUND project, which was initiated by the Transport, Mobility and Logistics cluster and funded by the BMDV, developed low-threshold feasible components that are easy to retrofit and provide a variety of evaluating parameters.



The project partners included 5micron, a company that develops robust sensors for difficult environmental conditions, nxBASE technologies, which uses data glasses to visualize entire process chains, Wätzold & Al-Zubaidi Management Consulting, which acted as project manager, and Verkehrsbetrieb Potsdam, which functioned as the in-practice application partner. The factory personnel keeps a constant overview of the current vehicle/system status and is always aware of any critical performance changes. When maintenance is necessary, the customer-specific processes stored in the database are then launched. Maintenance orders are automatically triggered via an SAP system, and the availability of spare parts is checked. Technical documents are linked to the maintenance order and made available on digital end devices.





Taking on digitalization: Mercedes-Benz and Siemens form a strategic partnership in sustainable automotive production

# MERCEDES-BENZ DIGITAL FACTORY CAMPUS, BERLIN-MARIENFELDE

## Driving the digital transformation of manufacturing forward

Mercedes-Benz is set to invest a sum in the double-digit million range to transform its plant in Berlin-Marienfelde into a campus for the development, testing and implementation of cutting-edge software applications for its global production network. In the future, e-mobility components will also be assembled here. Berlin's longstanding status as a conventional powertrain production site will thus be transformed to fit its new standing as a center of excellence for production processes of the future. Activities on the site will change from the production of conventional powertrain components to the development, testing and validation of pioneering software applications and concepts in a real-time production environment. This involves investing in the development of a digital startup factory with a series of state-of-the-art pilot lines and test cells. This planned expansion will allow the company to additionally cover topics such as AI-based predictive production maintenance. Berlin will also become a training and qualification center for all Mercedes-Benz plants worldwide, thereby strengthening the company's competencies in achieving digital transformation.

The plant is already a site of extensive know-how; Industry 4.0 applications have been put to work here for years, as has the "Smart Factory" concept. The Mercedes-Benz Digital Factory Campus will play a key role in the rapid, seamless roll-out of software applications throughout the company's global production network.

### E-MOBILITY PRODUCTS FROM BERLIN

The Mercedes-Benz Drive Systems unit is focused entirely on "electric first," and the plant in Berlin will concentrate on e-mobility components in the future. In 2021, the plant added to its product portfolio the final assembly of electric components for Mercedes' future compact, all-electric models as well as

the assembly of components for the intelligent integration of power electronics for battery systems. Jörg Burzer, Board Member, Mercedes-Benz AG, Production and Supply Chain: "The Berlin site is the oldest operating Mercedes-Benz plant in the field of conventional engine technology, so its transformation is a symbol of the change happening in the automotive industry. [...] By transforming Berlin into a center of expertise in digitalization involving production volumes in the e-mobility field, we're successfully securing the future of this historical location."

### STRATEGIC PARTNERSHIP FOR SUSTAINABLE AUTOMOTIVE PRODUCTION

The transformation of the Berlin Mercedes-Benz plant is being carried out by the company in conjunction with Siemens as well as with support from the State of Berlin in the areas of sustainable digitalization and automation. A three-page Memorandum of Understanding was signed to that end on March 29, 2021. Berlin is also home to the Werner-von-Siemens Centre for Industry and Science located in the Siemensstadt. This center is proof of the outstanding wealth of experience that already exists in the city and can be incorporated into the collaboration. The synergies created by the Siemensstadt and the Mercedes-Benz Digital Factory Campus Berlin will transform these two plants - which represent the very origins of industrialization in Germany - into two highly modern digital sites.

Berlin Partner was there to assist Mercedes-Benz from the start, providing support for the location by identifying funding programs and facilitating networking opportunities with relevant stakeholders, for example, on topics relating to the creation of digital twins, sustainability and supply-chain logistics. The campus will take up active operations in early 2022.

# EMO

## Berlin Agency for Electromobility

### EMO 2025: SUSTAINABLE MOBILITY FOR BERLIN BUSINESS

At the end of 2020, Berlin Partner's project application was approved by the Senate Department for Economics, Energy and Enterprises, thus securing the continued existence of the Berlin Agency for Electromobility eMO. In the coming years, in addition to fostering innovation projects, the eMO's work will focus more on the application (scaling) of proven, sustainable mobility solutions in Berlin. The eMO's key areas of focus are: sustainable commercial transport, energy transition in transport and multimodality.

### RAPID DEVELOPMENT OF ELECTROMOBILITY

In 2021, Berlin experienced a veritable boom in electromobility. By the end of the year, roughly 18,000 e-cars (pure battery vehicles as well as so-called plug-in hybrid vehicles) had been newly registered in the capital. This corresponds to a 60% increase compared to the same period in the previous year. The share of e-vehicles among all new car registrations was nearly 30% in 2021 (2020: 15%, 2019: 5%). Roughly 36,000 e-vehicles are now on the streets of Berlin (as of 01/2022), of which around 60% are used for commercial purposes. These numbers show that people are starting to discover the potential of electromobility, especially in commercial transport. In the business sector, this development also received support from the WELMO electromobility funding program set up by the Berlin Senate Department for Economics. As part of this program, funding is provided for electric vehicles (new in 2021: commercial vehicles, taxis and light vehicles), charging infrastructure and mobility consulting for businesses.



### OPERATIONAL MOBILITY: MANAGEMENT BOARD GARAGE TURNS INTO A BICYCLE PARKING SPACE!

What entrepreneur wouldn't want to have healthy, satisfied employees, while at the same time being able to contribute to climate protection? This is exactly what Operational Mobility Management (OMM) offers: it allows companies to make a valuable contribution to society as a whole while also reducing both costs and CO2 emissions, simply by introducing things like bike leasing, public transport passes, mobility budgets and the use of e-vehicles and charging infrastructures.

A number of Berlin companies have already started introducing these measures. One of them is the news media and tech company Axel Springer, owner of the news brands BILD, WELT and B.Z., which are part of the network of Berlin Partner companies "We created 24 e-charging stations in the underground parking garage at the new Axel Springer building, with state-of-the-art capacity management," notes André Marx, Head of Benefits & Health at Axel Springer. In this context, we also decided to convert our management board's underground garage into a parking space for bicycles. We created space for 450 bikes, including charging options for e-bikes. And now the thing we have to worry most about is whether we have enough parking spaces to meet the demand."

The aim of the Berlin Agency for Electromobility eMO is to help Berlin-based entrepreneurs recognize and unlock the potential held by OMM and to then develop joint solutions together. For example, the event series "MOMA Berlin - Operational Mobility Management for Berlin Companies" was initiated together with IHK Berlin. Since launching in September 2021, the event has been carried out in four Berlin districts, where it was attended by entrepreneurs from a wide range of industries who used the opportunity to network with mobility service providers. The series will continue in 2022.



# EEN

## ENTERPRISE EUROPE NETWORK

Berlin Partner started offering services within the Enterprise Europe Network (EEN) back in 2008. The EEN's three core tasks involve providing support in applying for EU funding for research and innovation projects, finding project partners across Europe and navigating through EU internal market issues. In 2021, these core competencies were expanded to include services relating to digitalization and sustainability. The EEN consists of a seven-member cross-sector team representing all industry clusters and categories. In addition to encouraging increased cross-sector cooperation, the EEN also fosters joint cross-border efforts within the framework of the innoBB. We work together with the Brandenburg Economic Development Corporation to form the EEN Berlin-Brandenburg, which is one of over 600 European partner organizations. The EEN leaves a strong footprint in terms of business performance as well. For example, a 2020 KPI evaluation showed that the EEN was involved in roughly 10% of Berlin Partner's KPIs.



### 2021 - THE BENEFITS OF EEN - AN EXAMPLE

#### 1. RAISE INTEREST

At the digital kick-off event for the EU's new €95 billion "Horizon Europa" research and innovation program, we provided information to 451 regional stakeholders about the myriad of funding opportunities. Among those entrepreneurs: Siddarth Tiwari from TIWARI Scientific Instruments.

#### 2. PREPARATION

In the subsequent seminar series, we helped interested companies prepare for the application process. TIWARI chose the EU's "Galactica" funding call, which supports highly innovative projects based on additive manufacturing in the textile and aerospace industries.

#### 3. ONGOING SUPPORT

TIWARI was able to make it to the starting block in September 2021 thanks to our support. The company will use lunar dust and 3D printing to support astronauts in the production of materials essential for survival.

» IT CREATED TANGIBLE BENEFITS FOR US. WE WERE ABLE TO JOIN UP WITH TWO PARTNERS, [...] THE FRENCH COMPANY SPARTAN SPACE AND THE UNIVERSITY OF AALEN IN BADEN-WÜRTTEMBERG, TO DEVELOP A PROJECT IDEA. EEN THEN HELPED US AGAIN WITH OUR APPLICATION [...].

SIDDARTH TIWARI,  
FOUNDER, TIWARI SCIENTIFIC INSTRUMENTS

# TALENT.BERLIN

For international professionals, Berlin has evolved from an entry-level city to a city of rapid advancement. A full 75%\* of such workers found a job here in less than three months, and of those people, as many as one in three is now working as a senior or professional manager.



34, FEMALE, SINGLE WITH A MASTER'S DEGREE  
AND MORE THAN FIVE YEARS OF WORK EXPERIENCE



+ €60,000  
annual income



works in the digital economy  
as a senior or professional  
manager

## TALENT SURVEY

From August to December 2021, an anonymous survey was conducted involving international professionals who've chosen Berlin as their place of employment. Here is an initial analysis of the survey findings.

Source: Talent survey results

## 62%

choose their dream job  
in Berlin because of the city's  
quality of life

## 71%

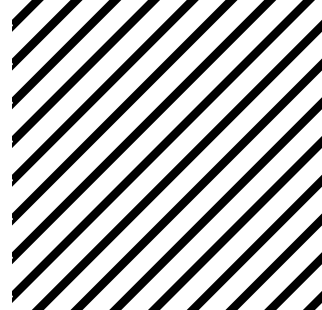
are satisfied with their job  
on a personal and profes-  
sional level

## 67%

were impressed by  
the work-life-balance and  
the work culture in Berlin



# STARTUPS BERLIN



DR. STEFAN FRANZKE, CEO  
BERLIN PARTNER FOR BUSINESS AND TECHNOLOGY

Berlin is known for reinventing itself time and again. After decades of destruction, division and reunification, the city has now emerged as an international business metropolis. “Poor but sexy” – that was a long time ago. Since 2016, the Berlin economy has consistently grown above the national average – thus making it the leader among Germany’s federal states before the coronavirus pandemic. A conversation with Stefan Franzke about good ideas and starting a business.

## **How important is the startup scene for Berlin’s status as a business location?**

There’s much more to Berlin as a business location than the amount of venture capital invested here. Still, the news that an impressive €10.5 billion was invested in Berlin startups last year is a clear answer to the question of how important the startup scene is for the city.

## **Apart from venture capital, what else is needed to be a successful startup location?**

Today, Berlin is the undisputed capital of Germany as the land of ideas. And that’s not just a claim: roughly 1,300 founders surveyed as part of the 2021 Startup Heatmap Europe said that Berlin was the best startup location in Europe. This means we replaced London as the front-runner and took first place in the annual opinion survey for the first time. Among the categories assessed by the survey are ecosystem dynamics, industry networking, developer availability, local value for money and ease of doing business. And, of course, we’re very happy about the first-place spot in the Startup Heatmap survey. Berlin thus continues to build on its position as the epicenter of the European startup scene, and now, for the first time, we’re ahead of our friends in London, at least in this snapshot. But we’re also very much aware that the success of the leading startup communities in London and Berlin is based on close collaboration, which itself is built on the values of creativity, innovation and diversity. Still, a healthy level of competition for first place in the top league is also part of this.

## **Making the most of technological advantages, forging innovation and, above all, driving market application – these are all important tasks in the innovation clusters. What is your view of the interaction between SMEs and startups?**

No other region in Germany has such close cross-border cooperation as we do here. This teamwork has garnered Berlin and Brandenburg an excellent spot in the global race to become the best location. Particularly in areas such as future mobility, energy transition and the healthcare industry, the German capital region ranks among the top pioneers. By expanding our cooperation to include the fields of skilled workforces, industrial sites and the digital economy, we’re working together to secure the foundations for our region’s continued successful development. This also applies to cross-border cluster management and support for local SMEs in developing international markets and technology transfer. Teamwork is the key here.

## **The past two years marked a historical turning point. Looking ahead to the future, what lessons can we draw from recent experiences? What has changed for Berlin Partner with regard to fostering new businesses?**

The road back to normality, whatever that might mean, is longer than we thought. In order to get there, we’re going to have to move step by step, whether as a company, as a city or as a society. It’s already clear that we can’t simply go “back to square one.” We will have to become more agile and more digital, and we will have to more firmly anchor our work in sustainability and innovation as we build on what we’ve learned and continue to improve. An example: as a company, we’ve become more attuned to the needs of our own employees by means of our new office concept. With our large new workshop and event area, our aim is to create space for creative exchange. At the same time, however, we also offer a quiet work zone. Most of our office space is available for our main task, which is meeting up and exchanging ideas. Likewise, we will respond to the changing needs of founders so as to be able to offer the best possible support, both individually and in the long term.



# OUR SERVICES

Berlin Partner offers special service packages that are tailored to meet the individual needs of companies and research facilities. Our services include providing support with customized funding concepts, assistance in hiring qualified personnel and help in locating the ideal commercial space. Berlin Partner helps members of the business and research communities establish valuable contacts, promotes tech transfers and advises companies in achieving their international goals.



## BUSINESS PROMOTION SERVICES IN BERLIN DISTRICTS

### Our on-site services

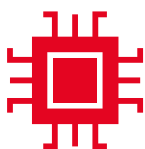


The Business Promotion Berlin Districts unit specializes in providing customized support for innovative and growing companies in Berlin. A team of twelve

on-site project managers play a crucial role in each Berlin district, offering guidance and support for companies looking to expand, relocate or launch their innovation projects. The unit provides cross-sectoral support for everything from established SMEs to tech-oriented Hidden Champions and startups. To better support tech-oriented, fast-growing startups, the Berlin Districts team was expanded in 2019 to include an additional project manager tasked with linking this growing sector to the traditional backbone of Berlin's economy. The needs specific to these young businesses are thus given a voice in the city's administrative bodies. An essential feature of the unit is its capacity to ensure the close cooperation of district and state-level administrative bodies. Together with the economic development agencies of the twelve districts, the Berlin Senate Department for Economics ensures all businesses smooth, unbureaucratic access to the city's economic development services. Both also are committed to ensuring strong support for networking opportunities between startups and established companies.

## INNOVATION SERVICES

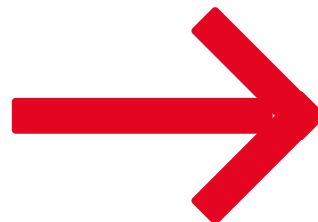
### Increase innovation through collaborative research



When it comes to innovation efforts, startups and established companies alike can benefit in a variety of ways from the strategic ties to be made with local

institutions of higher education and research facilities. Berlin Partner's Innovation Service provides companies guidance with implementing innovative technologies and promotes networking between the business and research communities. The opportunities provided in knowledge and technology transfers are of particular importance to SMEs looking to rapidly implement innovations. The range of services provided include introducing companies to research experts, helping with the development of project concepts and plans, as well as advising on financing opportunities.

Berlin Partner's Innovation Services team supported



the new and ongoing development of products and processes in one-half of the companies it advised in 2021. Services ranged from helping define the product to partner scouting to help with financing opportunities. The team also facilitated a variety of exchanges between research facilities and companies at the European level. The Enterprise Europe Network Berlin-Brandenburg, for example, keeps local companies apprised of EU developments related to innovation, initiatives and programs. It also helps these companies scout for business and technology partners throughout the EU.

## FINANCING SERVICES

### Funding programs for investment and innovation



Berlin offers attractive financing and funding opportunities for companies in all phases of development - from

startup to growth financing. This can involve obtaining support for planned investments through the GRW competition program, or participating in innovation-oriented programs such as Pro FIT and Transfer BONUS. The experts at Berlin Partner's Financing Services unit meet with companies to discuss their plans in Berlin, help them select the right funding and financing instruments, and assist with submitting applications for various programs. Throughout the process, Berlin Partner works with Investitionsbank Berlin (IBB). The unit was also particularly active in helping with inquiries regarding coronavirus-related emergency aid. Thanks to its Financing Services unit, Berlin Partner was able in 2021 to help more than two-thirds of all project plans get underway and acquire the necessary approvals and relevant financing.

## TALENT SERVICES

Locating skilled labor suited to your business



In an oft-cited interview, Detlef Scheele, who chairs the German Federal Employment Agency's executive board, summed up the state of the country's labor market by noting that "We need 400,000 immigrants a year."\* This statement also applies to Berlin - despite or precisely because of the coronavirus crisis, the city's labor market picked up heavily in the logistics and digital industry sectors, for example. In meeting this challenge, our Talent Services unit has responded by working with additional cooperation partners in the digital Business Immigration Services (eBIS) and new opportunities such as an open office hour for HR managers with questions regarding visas and residence permits for skilled workers. The Dual Career Service was also expanded to deliver dedicated information regarding the Berlin housing and labor market and network more closely with partner institutions. An EU-funded TALENT project was initiated with business development agencies from Lyon and Rotterdam in an effort to share best-practices.

\* Tagesschau, Aug. 24, 2021

## INTERNATIONAL SERVICES

Building strong global ties from Berlin



Throughout 2021, international ties in business continued to suffer as trade fairs once again could not be held. In September, however, the Back to Global project was initiated with the support of the Berlin Senate Department for Economics, Energy and Public Enterprises. The project provides companies in Berlin sustained and practical support in reviving disrupted business contacts with international partners as well as finding new partners to cooperate with. The project also aims to promote Berlin and improve its visibility abroad. The program was officially launched in November with a virtual kick-off meeting about the Expo in Dubai. The AsiaBerlin Summit, which was held locally in Berlin, also received support. The URBAN ENERGY & MOBILITY NETWORKS project has also been launched.



The international network project, promoted by Berlin-Brandenburg Energy e.V., will over the next two years engage in internationalization activities in five targeted regions around the globe for Berlin SMEs from the energy technologies, TML and smart cities sectors. A 2020 study on locations in Africa of potential interest to Berlin from a talent perspective has given rise to the AfricaBerlin Network project, a funded project that is being carried out by enpact e.V. in close cooperation with Berlin Partner.

## LOCATION SERVICES

The fast track to commercial property and real estate



Berlin Partner's Business Location Package offers companies exceptional assistance with scouting the right location for their business - free of charge. In addition to providing details regarding Berlin's property market, package services include assistance with creating search profiles, finding the right



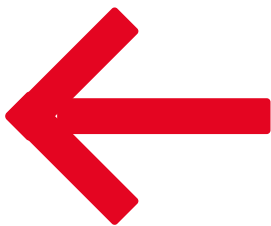
## BUSINESS LOCATION CENTER

### A 3D look at Berlin

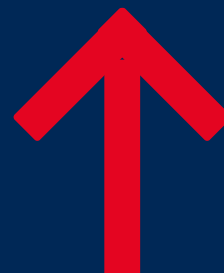


The Business Location Center (BLC) is the business portal for companies in Berlin. In addition to the latest data on specific actors and the labor market, the portal offers information on funding programs, coworking spaces, future locations, commercial space layouts and infrastructure. The Economic Atlas brings this data to life by allowing visitors to explore Berlin virtually and online through either a 2D map view or image-based 3D surface modeling. The showroom gives investors a unique opportunity to experience the city as a business location.

[www.businesslocationcenter.de](http://www.businesslocationcenter.de)



commercial property irrespective of ownership status, arranging commercial property tours, and matching services. Berlin Partner works with all relevant market actors such as owners, developers and brokers. Details regarding these services are available at the real estate portal [www.businesslocationcenter.de/immobilien](http://www.businesslocationcenter.de/immobilien). After entering individual criteria, such as object type, rent/buy preferences, price range, location and provider, companies receive details regarding available spaces and objects in Berlin. A variety of offerings are also featured at Berlin Partner's Business Location Center showroom.



# CAPITAL CITY MARKETING

## SUSTAINABILITY



### GREENTECH FESTIVAL 2021 - INDUSTRY PARTNERS PUTTING THEIR BEST FOOT FORWARD

#BERLIN PRODUCTION. DIGITALLY INSPIRED. Berlin's manufacturing industry stands for diversity, innovation and sustainability. Sustainability as an issue is increasingly relevant for manufacturing companies. A Berlin Partner-sponsored stand at the Greentech Festival in June 2021 presented the city as an attractive, innovative and sustainable location for manufacturing. The stand also featured video clips in which 16 corporate partners active in the #BERLINPRODUZIERT campaign presented their products and processes. Some 1,500 visitors took the opportunity to visit in person the stand in the former power station, Kraftwerk Berlin, and learn about the sustainable and eco-friendly products that are made in Berlin.

To view the clip on best practices, please scan the QR code.



»» **THE GREENTECH FESTIVAL STANDS FOR CELEBRATING CHANGE WITH CONFIDENCE, WHILE PROMOTING RENEWAL AND GREEN TECHNOLOGIES. BERLIN HAS EVERYTHING WE NEED FOR THE GREENTECH FESTIVAL – FROM STARTUPS TO MAJOR CORPORATIONS AND AN OUTSTANDING RESEARCH LANDSCAPE.**

MARCO VOIGT,  
CO-FOUNDER & CEO GREENTECH FESTIVAL



» BERLIN'S MASTER CHEFS ARE IMPORTANT AMBASSADORS FOR THE CITY, WHICH WAS ESPECIALLY THE CASE LAST YEAR. THEY STAND OUT FOR THEIR CREATIVITY, DIVERSITY AND PROFESSIONALISM. BY JOINING FORCES WITH THEM, WE'RE ONCE AGAIN HIGHLIGHTING BERLIN AS A GREAT LOCATION FOR BARS AND RESTAURANTS.

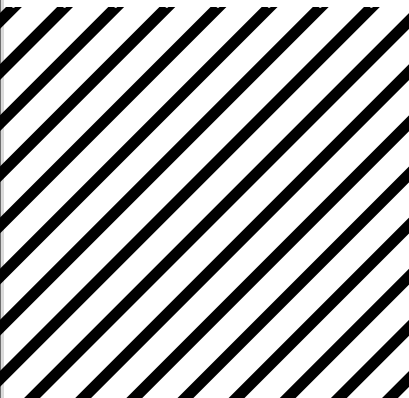
DR. STEFAN FRANZKE, CEO OF  
BERLIN PARTNER FOR BUSINESS AND TECHNOLOGY

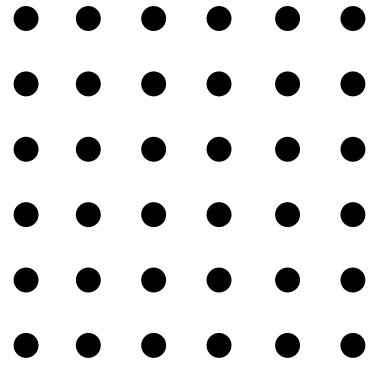
### “THE PLACE TO TASTE” - 25 YEARS OF BERLIN MASTER CHEFS

Since 1997, Berlin Partner has honored each year the city's best chefs, underscoring the fact that gastronomy in Berlin is as inventive and creative as the capital city itself. Roughly 300 invited guests came to the beautiful courtyard of the Königliche Porzellan-Manufaktur (KPM) to celebrate “25 Years of Berlin Master Chefs” on August 20. Awards in seven categories were presented to the following individuals: Berlin Master Chef (Michael Schulz, Irma la Douce), Newcomer of the Year (Arne Anker, BRIKZ), Best Berlin Host (Katharina Bambach, eins44), Most Fashionable Berlin Restaurant (KINK Bar & Restaurant), Berliner Kiezmeister (Du Bonheur) and Culinary Innovator (Berlin Food Week, Kantine Zukunft, Kochen für Helden). The newly introduced category of Berlin Bar Culture (Green Door Bar) highlights bars that have made a culturally significant contribution to the city's nightlife.



This year's event opened up its doors to the public on its second day, giving Berliners the opportunity to sample the broad range of dishes created by the city's master chefs over the past 25 years at the “The place to taste” streetfood market. A one-of-a-kind culinary experience.





# INTERNATIONAL

## BERLIN-BRANDENBURG AT THE MWC 2021 - A TRADE FAIR REBOOT

Berlin's growing economy and the advantages associated with the capital region continue to attract businesses from around the world to locations near the river Spree. Berlin Partner attended the Mobile World Congress 2021 from June 28 to July 1, providing information to those interested in potential relocation options and funding opportunities.

Held at the Fira de Barcelona exhibition center, many consider the MWC to be the top trade fair for the international mobile communications sector where both industry and political decision-makers from around the world convene.

Berlin-Brandenburg was there, presenting BERLIN.mobile. A total of 15 exhibitors contributed to what is probably Germany's largest joint state booth, with 11 exhibitors on site. Berlin Partner's presence at the hybrid MWC 2021 in Barcelona also marked the start of our physical attendance at international trade fairs this year. Of the roughly 120,000 participants from 165 countries that registered for MWC 2021, 20,000 from 117 countries were physically present at the trade show.

# TOGETHER WE STAND

## BERLIN AGAINST ANTI-SEMITISM - NO ROOM FOR HATRED AND INCITEMENT

As a city defined by freedom, tolerance, the virtues of cosmopolitanism and diversity, Berlin has no room for hatred and efforts to incite violence. The Berlin Against Anti-Semitism campaign sends a clear message against discrimination against Jewish life in the city and in favor of equal opportunities, diversity and respect. Working together with leaders from Berlin's government, the Berlin Partner Network launched the initiative in May 2021. Standing up to discrimination, the initiative is tasked with fighting all forms of anti-Semitism in the city. The initiative's members aim to ensure that such efforts become embedded within Berlin's corporate culture. Guiding principles and objectives have been anchored in a jointly signed charter. The initiative also includes an outdoor advertising and social media campaign with a total reach of 20 million touchpoints in which 27 public figures have taken a stance against anti-Semitism and racism.





**#BERLINGEGENCORONA  
- BERLIN'S VACCINATION CAMPAIGN**



"Vaccinations save lives. And everything that makes life worth living." At the end of June, Berlin Partner launched a three-month campaign to encourage vaccination uptake among Berliners, drawing on lively images of people enjoying life together in Berlin. This included pictures of people participating in Mauerpark karaoke, students studying together, and a family sitting down to share a meal together. In order to reach a broader audience, the campaign was translated into five languages and disseminated through different channels, including posters, radio spots, flyers, supermarket advertisements and by direct mail to all Berlin households. Roughly 40 companies from the Berlin Partner Network supported the campaign via social media and their own advertising space.

## 5 IMAGE CAMPAIGNS

in six languages DEU/ENG/POL/RUS/TUR/AR

## 75.8 MILLION

touchpoints

## DELIVERED TO 2.2 MILLION

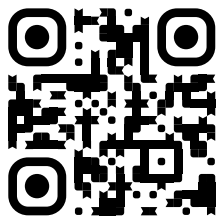
Berlin households via direct mail

### BERLINFLUENCER - T-SHIRTS FOR A GOOD CAUSE

While Tim Raue's bear is blue, the design for Berlin's Hertha BSC and 1.FC Union draws on each football club's colors. All of the T-shirts featured in the limited BERLIN-FLUENCER series have one thing in common: a very personal touch. Together with nine cooperation partners, Berlin Partner launched the campaign placing the Berlin bear in the creative spotlight as a trademark of the capital city's "wir.Berlin" campaign. In addition to Berlin influencers Saskia Jung and Nora-Vanessa

Wohlert, another seven companies from the Berlin Partner Network took part in the initiative: Berlin Master Chefs award-winners Tim Raue, Billy Wagner and BRLO, Berlin's professional clubs 1.FC Union Berlin, Hertha BSC and Alba Berlin, as well as the cult culinary brand Curry 36. All proceeds from the exclusively online sales went to a good cause selected by each respective cooperation partner. In total, the campaign raised more than €30,000.





To watch the **#WirSindEinBerlin** movie please scan the QR code.

### #WIRSINDEINBERLIN - AN IMAGE FILM OF INTRIGUING CONTRASTS

We are colorful. We are unique. We are united. The new image film for the capital city #WirSindEinBerlin campaign showcases Berlin as a one-of-a-kind city whose contradictions nonetheless bring its residents together to form a strong sense of unity. From smart to art, from early birds to night owls, from a Berliner Kiez to the Chancellery, at the top but still underground – the film gets at the heart of the city through ten short scenes of life in Berlin. Commissioned by the Berlin Senate Chancellery, the film was produced in cooperation with the creative agency Glow and the film production company Gretchen.

### BERLIN PARTNER EVENTS

19



Live

13



Digital

3



Hybrid

roughly  
**6,000**  
PARTICIPANTS

### REASON-WHY.BERLIN



**+107.5 %**

+18.8 % interactions per visit\*\*



**+90.2 %**

average session duration



**+156.3 %**

page views

\* Preliminary figures, as of: November 9, 2021

\*\* page views, downloads, outbound links and internal site searches

## BERLIN PARTNER NETWORK

**241**

COMPANIES

(as of: November 2021)

**25**

NEW PARTNERS IN 2021

## SPORT MARKETING CAMPAIGNS



**404million**

TOUCHPOINTS

in Berlin and across Germany



MANUFACTURING IN-  
DUSTRIES CAMPAIGN  
#BERLINPRODUZIERT

17 IMAGE CAMPAIGNS

**18million**

TOUCHPOINTS IN THE FIRST  
TWO WEEKS



**1,570**

NEW FOLLOWERS



WeCHAT

**9,332**

VIEWS

# BERLIN FASHION WEEK

**36.1 MLN**

TOUCHPOINTS

January 13.7 million + September 22.4 million



## GERMAN UNITY DAY IN HALLE

**230**

VISITORS

took part in the capital city quiz

# “THE NEW FACE OF THE CITY”

## THE BERLIN-PARTNER-DIGITAL-TALK

What challenges does Berlin face? How can we meet these challenges and play an active role in shaping Berlin’s future? Through the Berlin Partner Digital Talk series “The New Face of the City,” experts are brought together to discuss a current issue of concern and potential solutions. Berlin Partner organizes the digital discussion events in cooperation with the daily Berliner Morgenpost, a Berlin Partner.

» **DIGITAL TRANSFORMATION IS ESSENTIAL TO ACHIEVING CLIMATE NEUTRALITY AS RAPIDLY AS POSSIBLE! THIS INVOLVES USING RESOURCES EFFICIENTLY AND EMBRACING TRANSFORMATIVE BUSINESS MODELS SUCH AS SHARING MODELS AND THE PLATFORM ECONOMY!**

BRAIN CITY BERLIN AMBASSADOR DR. FLORIAN KOCH,  
PROFESSOR OF REAL ESTATE MANAGEMENT WITH  
A FOCUS ON URBAN DEVELOPMENT AND SMART CITIES,  
UNIVERSITY OF APPLIED SCIENCES BERLIN



### BERLIN, THE CLIMATE-NEUTRAL CITY

Berlin aims to become climate neutral by 2045. How can businesses contribute to achieving this goal, and what practical examples do we have to draw upon? These were the issues addressed by the Berlin Partner Science Talk, held during the hybrid event Berlin Science Week in the historic halls of the Bolle Festsäle. Drawing on the example of the battery-powered rail vehicle FLIRT Akku, Stadler Deutschland AG and the TU Berlin demonstrated how the research community and industry can work together in developing sustainable solutions to today’s challenges. During the Talk, Brain City Berlin Ambassador Prof. Dr. Florian Koch from the Berlin University of Applied Sciences and Björn Brecht, Head of the Center of Competence at Kieback&Peter, in addition to addressing different smart city approaches and the issue of building automation, discussed how they can contribute to Berlin achieving climate neutrality.



**WE AIM TO MAKE BERLIN BETTER, GREENER AND CLEANER. LET'S WORK TOGETHER IN MAKING OUR CITY THE ZERO-WASTE CAPITAL! LET'S MAKE BERLIN A PLACE WHERE INCREASINGLY LESS IS SIMPLY THROWN AWAY. LET'S INVEST IN RECYCLING AND ECO-CIRCULAR MATERIALS - SUSTAINABILITY INSTEAD OF A TOSS-IT-AWAY SOCIETY!**

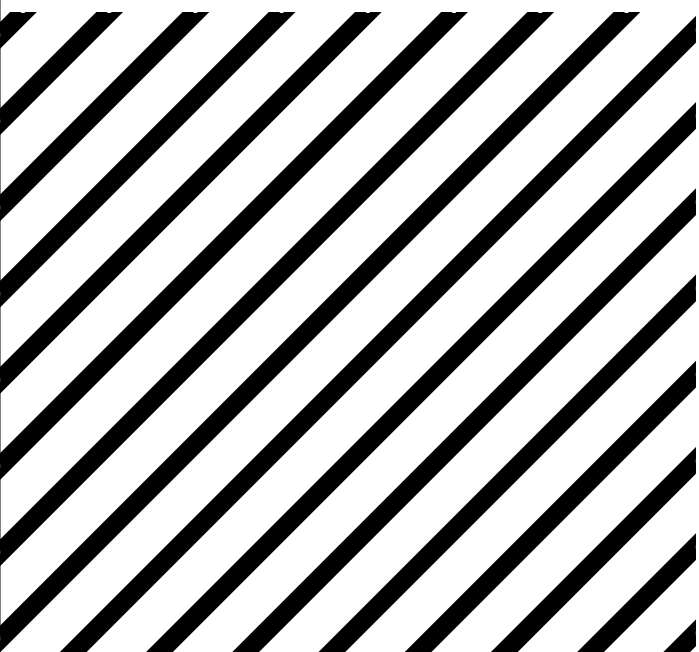
STEPHANIE OTTO, CHIEF EXECUTIVE OFFICER,  
BSR BERLIN WASTE MANAGEMENT

### **BECOMING A ZERO-WASTE CAPITAL CITY - SUSTAINABILITY THROUGH RESOURCE VALUATION**

Berlin, like no other city, stands for creative solutions that make sustainability a way of life. But is achieving zero waste a practical goal in an urban environment? How can digitalization help us get there? These were the two key questions addressed during this Berlin Partner Digital Talk in which innovative leaders from the business, hotel and restaurant, and research communities discussed where Berlin stands on its path to becoming a zero-waste capital city. "Sustainability is an imperative for Berlin and its nearly four million residents," stressed Dr. Stefan Franzke, CEO of Berlin Partner for Business and Technology. Roughly 700 individuals took part in the digital roundtable discussion.

### **RETHINKING RETAIL**

In order to sustain their appeal, Berlin's urban retail businesses will need to reposition themselves. But how? At a hybrid Berlin Partner Talk from BIKINI Berlin, high-ranking representatives from the business community joined Economics Senator Ramona Pop to discuss feasible strategies aimed at revitalizing urban retail businesses in the city center. Highlighting retail's importance to urban neighborhoods, Dr. Stefan Franzke announced Berlin Partner's new service for retailers. A dedicated team will focus on delivering innovative solutions and input for the retail sector. Takeaways included the need for evidence-based strategies for areas in which art, culture and consumption can be combined in ways that allow them to mutually inspire each other. In addition, the need for continued, broad-scale digitalization measures was also recognized. Roughly 50 participants attended the talk on site, and another 600 joined in by digital means.

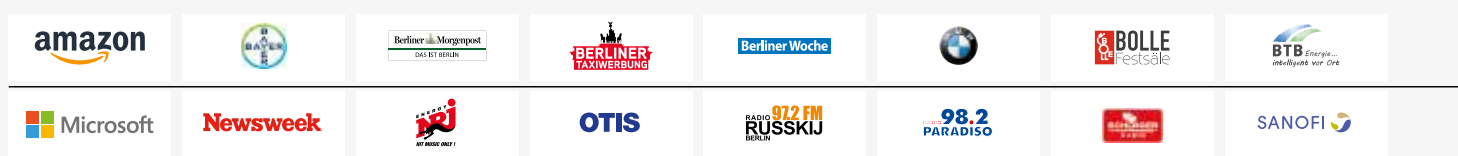


# BERLIN-PARTNER-NETWORK. Decisive for decision makers.

## CATEGORY D-PARTNERS



## CATEGORY C-PARTNERS



## CATEGORY B-PARTNERS



## CATEGORY A-PARTNERS



## SCIENCE PARTNERS



## STARTUP PARTNERS



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 netzwerk@berlin-partner.de | www.berlin-partner-netzwerk.de | most recent update: December 2021



# PARTNER FÜR

# BERLIN



# SUSTAIN- ABILITY



As the state of Berlin's agency for business development, we bear a special responsibility for acting sustainably and serving as a role model in this regard. This is a responsibility that we both want and need to fulfill - regardless of legal obligations. The management at Berlin Partner thus initiated at the end of 2019 the development of a sustainability management system that resulted in the June 17, 2021 publication of our first sustainability report as the 700th organization to adopt the German Sustainability Code (DNK). As part of a transparent reporting process, we will report regularly on our progress and engage in exchanges with other organizations that have adopted the code. Our journey in this regard has involved consulting experts at SUSTAINUM Consulting in Berlin and the Berlin School of Economics and Law (HWR). The year 2019 served as our baseline for our first report.

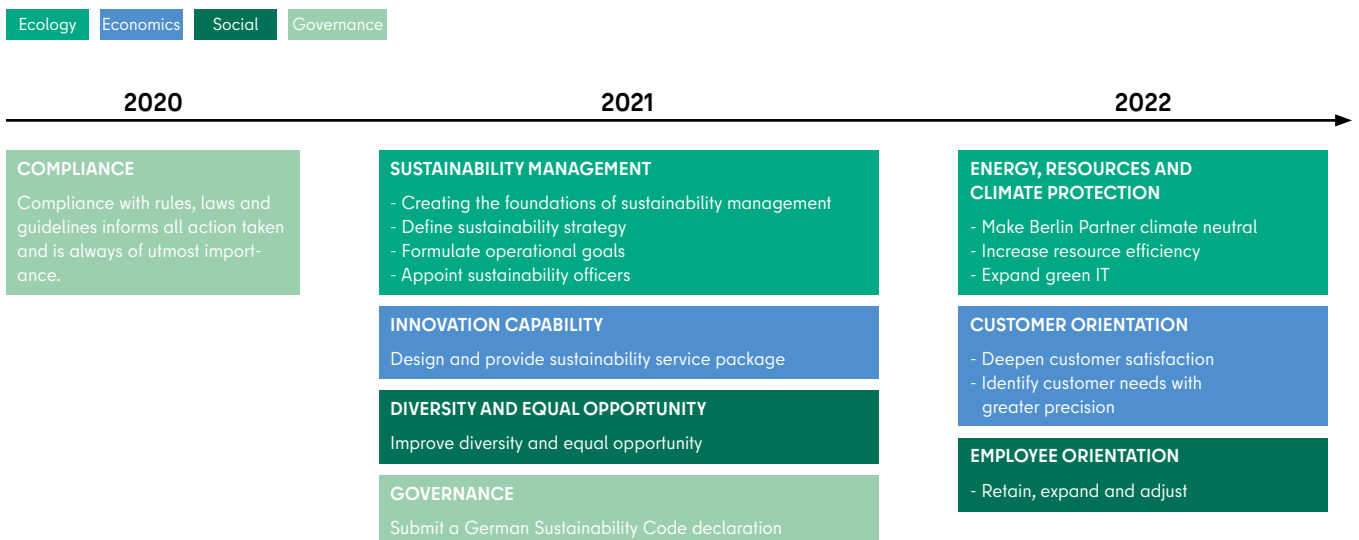
## WE START WHERE IT MAKES SENSE

Sustainability management begins with the involvement of internal and external stakeholders. Through dialogue and a written survey, we've been able to determine which sustainability issues are most essential for Berlin. Topping the list was our own contribution to climate protection and resource preservation strategies, followed by the continued development of forward-thinking services for Berlin-based businesses.

## OUR SUSTAINABILITY STRATEGY

Our sustainability strategy targets environmental and economic goals, as well as those related to social affairs and governance. In order to manage our internal resources sustainably, we readjusted our strategy on October 6, 2021. We also set two clear priorities with the launch of our sustainability service on January 1, 2022 and targeting climate neutrality by the end of 2022. We will of course continue to target as well our goals for diversity, equal opportunity and employee development in human resources.

## OUR SUSTAINABILITY STRATEGY - INTERNAL AND EXTERNAL IMPACT



# REAL-WORLD IMPLEMENTATION - OUR BERLIN PARTNER SUSTAINABILITY PLAN

## WHAT WE DO...

<p>We're improving, along with everyone else at the Ludwig Erhard Haus, our energy efficiency</p>	<p>Environmental and social sustainability issues play a role in the awards we give and acquisitions</p>	<p>We provide our employees with public transportation tickets and mobility subsidies to promote CO<sub>2</sub>-neutral routes to work</p>	<p>Whenever possible, we avoid domestic air travel and compensate CO<sub>2</sub> emissions with certificates</p>
<p>We emphasize "digital first" production with advertising and information materials. Where print processes are required, we embrace the efficient and sustainable production of materials</p>	<p>Ongoing improvement and self-review with the help of two sustainability officers</p>		

## HOW WE HELP OTHERS ...

Starting in 2022, we will be offering bundled sustainability services. Together with Berlin's business community, we are currently working to determine what such services need to entail. The cross-sector project unit has helped expand our services, organized the "Doing Business Sustainably for Tomorrow" workshop with champions of sustainability in Berlin, and is conducting a survey of needs. The Institute for Ecological Economy Research (IÖW) is providing us support in this capacity with a study of strategic actors in Berlin's sustainability economy.



## CONTACT:

DR. DIANA WOELKI AND ROBIN BRUCK  
SUSTAINABILITY OFFICERS  
NACHHALTIGKEITSMANAGEMENT@BERLIN-PARTNER.DE

# COMMITTEES AND SHAREHOLDERS

The shareholders in Berlin Partner for Business and Technology GmbH include Investitionsbank Berlin (IBB UV is IBB's owner and sole shareholder as of Sept. 20, 2021), Technologiestiftung Berlin, Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH, Berlin Chamber of Crafts, the Chamber of Commerce and Industry of Berlin (CCI Berlin), and the Federation of Business Associations in Berlin and Brandenburg.

## **IBB UV**

The Investitionsbank Berlin (IBB) is the Federal State of Berlin's business-development bank. Its offerings in business and real estate development help make Berlin an even better place to live and work. IBB offers young, emerging companies a broad spectrum of financing, from microcredits to venture capital. As a bank for Berlin-based entrepreneurs, it helps innovative leaders, startups and SMEs successfully implement their ideas. This creates jobs and attracts people from around the world to our city. The IBB works closely with Berlin Partner for Business and Technology GmbH in all aspects of business development.

For those who already live here or have just arrived, IBB also works to finance affordable and inclusive housing. Its housing and real estate development unit therefore focuses on financing the construction of new rental housing. In line with climate protection efforts, IBB also promotes measures targeting improved energy efficiency in buildings. The IBB Group, or IBB UV, is the institution incorporated under public law that has been responsible for IBB since January 1, 2021. As of September 20,

2021, it holds interests in other companies that serve the structural and economic policy goals of the Federal State of Berlin, including Berlin Partner for Business and Technology. IBB UV is wholly owned by the State of Berlin.

## **TECHNOLOGIESTIFTUNG BERLIN**

Technologiestiftung Berlin promotes shared knowledge about digital opportunities and challenges, develops digital tools, and helps shape Berlin's digital transformation by working with residents, government agencies and companies on collaborative projects. The foundation targets digital inclusion by addressing key issues such as digital education and open data. In cooperation with the Berlin Senate Chancellery, the Technologiestiftung oversees the CityLAB Berlin and is commissioned by the Senate Department for Economics, Energy and Public Enterprises to operate the Open Data center. On behalf of the Senate Department for Culture and Europe, the Technologiestiftung manages the conceptual framework for the Digitalization Fund targeting Berlin's cultural sector. In addition to providing relevant data and information on digital transformation, it hosts a number of

events, including a Hacking Box award given to Berliners who hack and write their own code. Other areas of focus include targeting innovations that will help Berlin in its Circles of Sustainability approach and help both the public and business adapt to the changes brought on by digital technologies. The Technologiestiftung also publishes reports on the latest technological developments, showcasing their relevance for Berlin.

### **PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH**

In 1994, 21 Berlin companies joined forces as Partner für Berlin Gesellschaft für Hauptstadt-Marketing mbH with the aim of promoting Berlin's economy, strengthening the capital city's reputation as a business location, and attracting investment to the city. The new organization worked closely with the federal state of Berlin to foster acceptance for Berlin as the nation's new capital, market Berlin as a business location, and develop a comprehensive marketing campaign for the city. As members of Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH, participating companies provide financial support and are actively engaged as shareholders. They also hold stakes in the parent organization, which gives them voting rights at the general meeting.

### **BERLIN CHAMBER OF CRAFTS**

The Berlin Chamber of Skilled Crafts and Small Business (HWK) is a self-governing organization under public law. Its current member companies of more than 30,000 businesses in the craft and craft-like trades offer career prospects to around 9,600 trainees.

### **CHAMBER OF COMMERCE AND INDUSTRY OF BERLIN**

Featuring nearly 300,000 members, the Chamber of Commerce and Industry of Berlin (CCI Berlin) represents the greater interests of the Berlin economy as a customer-oriented service provider for companies, helping them leverage opportunities and overcome challenges.

CCI Berlin also provides support for nearly 22,000 apprenticeship positions each year. As a non-partisan organization that represents and promotes Berlin's economy, CCI Berlin also serves an expert and at times critical voice in its exchanges with the government. The CCI Berlin is supported by 750 entrepreneurs who offer their time on a voluntary basis, another 3,000 voluntary auditors and its full-time staff.

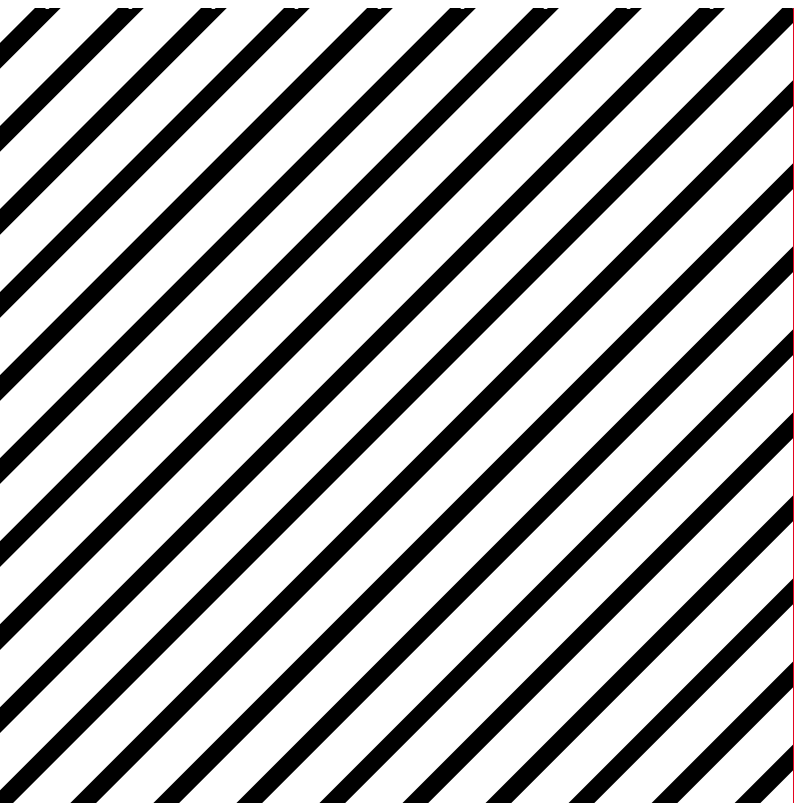
### **FEDERATION OF BUSINESS ASSOCIATIONS IN BERLIN AND BRANDENBURG**

The Federation of Business Associations in Berlin and Brandenburg (UVB) is an umbrella organization that focuses on the region's economic and social policies. Its members include some 60 business and employer associations from the industrial, commercial, insurance, service, and craft-trades sectors in Berlin and Brandenburg. The UVB simultaneously serves as the state chapter of the Federal Union of

German Employers' Associations (BDA), represents the states of Berlin and Brandenburg in the Federation of German Industries (BDI) and represents their economic interests with the federal government.



**BERLIN  
IS OUR  
PASSION.**



## THE SUPERVISORY BOARD AT BERLIN PARTNER FOR BUSINESS AND TECHNOLOGY GMBH

The Supervisory Board at Berlin Partner for Business and Technology GmbH is comprised of representatives from the business, research and policymaking communities.

### Dr. Jürgen Allerkamp

(through June 30, 2021)

Chair of the IBB Board, Chair of the Supervisory Board

### Ramona Pop

(acting Chair of the Supervisory Board, July 1 to December 21, 2021)

Senator for Economics, Energy and Public Enterprises, First Vice Chair of the Supervisory Board

### Dr. Hinrich Holm

(as of July 1, 2021, acting Chair of the Supervisory Board as of December 22, 2021)

Chair of the Management Board at Investitionsbank Berlin, Second Vice Chair of the Supervisory Board

### Dr. Frank Büchner

(through October 19, 2021)

President, Vereinigung der Unternehmensverbände in Berlin und Brandenburg e. V.

### Hendrik Fischer

State Secretary at the Ministry for Economic Affairs and Energy of the Federal State of Brandenburg

### Daniel-Jan Girtl

(as of October 15, 2021)

President of CCI Berlin

### Carsten Jung

President, Management Board at Berliner Volksbank eG

### Dr. Beatrice Kramm

(through October 14, 2021)

President of CCI Berlin

### Stefan Moschko

(as of October 20, 2021)

President, Vereinigung der Unternehmensverbände in

in Berlin und Brandenburg e. V.

### Michael Müller

(through December 21, 2021)

Governing Mayor of Berlin  
Senator for Higher Education and Research

### Tobias Weber

Managing Director of City Clean GmbH & Co. KG

### Carola Zarth

President,  
Berlin Chamber of Crafts

### Nicolas Zimmer

Chair of the Executive Board,  
Technologiestiftung Berlin

## PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH SHAREHOLDERS

The company's funding is secured by shareholders' capital investment. At the annual shareholders' meeting, shareholders are informed of the company's activities and have the opportunity to offer their input on strategic issues. In 2020, 46 of the nearly 280 Berlin Partners were also Partner für Berlin shareholders. They also hold stakes in the parent organization, which gives them voting rights at the general meeting.

### Shareholders:

- Abwicklungsgesellschaft Inventux Technologies AG
- Abwicklungsgesellschaft Veloform Media GmbH
- Aengevelt Immobilien GmbH & Co. KG
- ALBA Group plc & Co. KG
- Albeck & Zehden Hotels und Gastronomie B.H.S. – Berlin Hotelmanagement und Service GmbH
- Bayer Pharma AG
- Becker & Kries Holding GmbH & Co. KG
- Berliner Kindl Brewery Aktiengesellschaft
- Berliner Volksbank eG
- Berlinovo Immobilien Gesellschaft mbH
- Bloomberg L.P.

- Bombardier Transportation GmbH
- BRLO GmbH  
(formerly Braukunst Berlin GmbH)
- bsw Berliner StadtWerbung GmbH
- Bundesdruckerei GmbH
- Business Network Marketing- und Verlagsgesellschaft mbH
- BVG Beteiligungsholding GmbH & Co. KG
- City Clean GmbH & Co. KG
- degewo AG
- Deutsche Telekom AG
- DIAL Berlin Tourism-Förderung GmbH
- Estrel Hotel-Betriebs-GmbH
- Funk Gruppe GmbH
- GASAG Berliner Gaswerke AG
- Gegenbauer Services GmbH
- GO! General Overnight & Express Logistik GmbH
- Berlin Chamber of Crafts
- IDEAL Lebensversicherung a. G.
- Chamber of Commerce and Industry of Berlin
- Landesbank Berlin AG
- Limes GmbH
- Mittel Deutschland GmbH
- Pfizer Deutschland GmbH
- Prinz Medien
- Roskos & Meier OHG
- Runze & Casper Werbeagentur GmbH
- STRATEGIS AG
- Ströer Deutsche Städte Medien GmbH
- The Newsweek Daily Beast Company LLC.
- Vattenfall Wärme Berlin AG
- Vereinigung der Unternehmensverbände in Berlin und Brandenburg e.V. (UVB)
- Wall GmbH
- WBM Wohnungsbaugesellschaft Berlin-Mitte mbH
- WE DO communication GmbH
- WINDROSE AIR Jetcharter GmbH

## PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH SUPERVISORY BOARD

The following members of the Partner für Berlin Supervisory Board are elected by shareholders (each with a minimum of 10 votes in favor):

**Carsten Jung**

President of the Management Board at Berliner Volksbank eG, Chair of the Supervisory Board

**Peter Albiez**

CEO of Pfizer Deutschland GmbH

**Dr. Katharina Kurz**

CEO Braukunst

**Tobias Weber**

Managing Director of City Clean GmbH & Co. KG

**Dr. Tanja Wielgoß**

Executive Board Chair, Vattenfall Wärme Berlin AG

**THE ADVISORY BOARD FOR PARTNER FÜR BERLIN HOLDING GESELLSCHAFT FÜR HAUPTSTADT-MARKETING MBH**

The Advisory Board for Partner für Berlin Holding Gesellschaft für Hauptstadt-Marketing mbH advises management on questions of marketing and partner support, and cultivates close relationships between the private sector and Berlin Partner for Business and Technology GmbH.

**Members:****Ute Jacobs**

Managing Director of Estrel Hotel-Betriebs-GmbH, Chair of the Advisory Board

**Nicola Brüning**

through May 18, 2021)  
Head of BMW Group Representative Office Germany, BMW Group

**Tomislav Bucec**

CEO RAZ Verlag GmbH

**Martin Fensch**

Senior Director Corporate Affairs & Diversified Products, Managing Director at Pfizer Deutschland GmbH

**Alexander Jung**

Head of Public Affairs & Media Relations for Germany, Vattenfall GmbH

**Thomas Killius**

Director of Corporate Clients, Berliner Volksbank eG

**Rainer Knauber**

Head of Group Communications, Press spokesperson, Berliner Gaswerke Aktiengesellschaft (GASAG)

**Sara Nachama**

Vice President of Touro College Berlin

**Wolfgang Sacher**

Managing Director of Go! General Overnight & Express Logistics GmbH

**Roland Sillmann**

Managing Director, WISTA-MANAGEMENT GMBH

**David Weißert**

Head of Division II A, the Senate Department for Economics, Energy and Public Enterprises

**THE BUSINESS LOCATION CENTER ADVISORY BOARD**

The partner companies and institutions of the Business Location Center form an Advisory Board to receive information on the content, technical and commercial operations of the Business Location Center in regular meetings held with Berlin Partner for Business and Technology.

**Members:**

(as of November 2021)

**Dr. Peer Ambrée**

Division Manager for Technology and Startup Centers, WISTA-MANAGEMENT GMBH

**Sebastian Blecke**

Managing Director, Gewerbesiedlungs-Gesellschaft mbH (GSG)

**Bert Breuel**

Sen. Ref. Public Affairs & Communication GASAG Solution Plus GmbH

**Alexander Breustedt**

Managing Director, Graef GmbH

**Dirk Dittrich**

Senior Manager Corporate Relations, EDGE Technologies GmbH

**Stefanie Frensch**

Managing Director of Becker & Kries Holding GmbH & Co. KG

**Sebastian Fritze**

Direct Marketing & Communications, Cells Bauwelt GmbH

**Daniel Ginezki**

Account Manager, SHC Netzwerktechnik GmbH

**Birgit Kahland**

Head of City Partnership Berlin, Vattenfall Europe Wärme AG

**Kathrin Kanzler-Tullio**

Head of Unit IV A, Berlin Senate Department for Economics, Energy and Public Enterprises

**Thorsten Krauß**

Managing Partner, UNDKRAUSS Bau AG

**Birgit Mack**

Key Account Manager, Industry/Services, Investitionsbank Berlin

**Engelhard Mazanke**

Director, State Office for Immigration Berlin

**Kai Mende**

Managing Director, CBRE GmbH

**Simon Miller**

Senior Manager Aviation Marketing Operations, Flughafen Berlin Brandenburg GmbH

**Dr. Dietmar Müller-Boruffau**

Attorney & Partner at Advant Beiten

**Jörg Nehls**

Managing Director, JNP Real Estate Management GmbH

**Torsten Nehls**

Managing Director, Belle Époque Gesellschaft für behutsame Stadterneuerung mbH



**Jörg Nolte**

Managing Director of Communications and Marketing,  
CCI Berlin

**Dr. Lutz Ross**

Managing Director,  
virtualcitySYSTEMS GmbH

**Cem Saka**

Head of Leasing of caleus capital investors GmbH

**Dr. Ulrich Scheller**

General Manager, Campus Berlin-Buch GmbH

**Holger Staudt**

Head of Asset Management,  
Region Nord, OFFICEFIRST Real Estate GmbH

**Rüdiger Thräne**

Regional Manager,  
Jones Lang LaSalle SE

**Eva Weber**

Head of Renting, Taurecon Real Estate Consulting GmbH

**David Weiblein**

Managing Director, BTB Blockheizkraftwerks-Träger- und Betreibergesellschaft mbh Berlin

**Markus Weigold**

CEO, Drees & Sommer Projektmanagement und bautechnische Beratung GmbH

**Jörg Widhalm**

Head of the Commercial Customers Department, Berliner Volksbank

**Dipl.-Ing. Thomas Wilde**

Sales Director New Systems Region Nordost, OTIS GmbH & Co. OHG

**Gabriele Zander**

Senior Consultant,  
Mercuri Urval GmbH

**Nadja Zivkovic**

District Councillor for Economic Affairs,  
CleanTech Business Park Berlin Marzahn, District Authority, Marzahn-Hellersdorf district office for Berlin

**THE BUSINESS LOCATION CENTER  
STEERING COMMITTEE**

The Steering Committee represents the Advisory Board in dealings with Berlin Partner for Business and Technology and, together with Berlin Partner, is the public face of the Business Location Center. It also prepares proposed resolutions for submission to the Advisory Board. The Steering Committee meets at its own discretion and upon request by Berlin Partner for Business and Technology - in advance of Advisory Board meetings. The Advisory Board can transfer decision-making authority to the Steering Committee for specific issues, though this requires a unanimous "yes" vote.

**Members:**

(as of November 2021)

**Markus Weigold**

CEO, Drees & Sommer Projektmanagement und bautechnische Beratung GmbH,  
Executive Committee Chair

**Dr. Peer Ambrée**

Division Manager for Technology and Startup Centers, WISTA-MANAGEMENT GMBH

**Birgit Kahland**

Head of City Partnership Berlin,  
Vattenfall Europe Wärme AG

**Kathrin Kanzler-Tullio**

Head of Unit IV A,  
Berlin Senate Department for Economics, Energy and Public Enterprises

**Dr. Dietmar Müller-Boruffau**

Attorney, Partner, BEITEN BURKHARDT

**Rüdiger Thräne**

Regional Manager,  
Jones Lang LaSalle SE

OVER 200 PEOPLE WORK FOR  
GROWTH AND INNOVATION IN BERLIN

**BERLIN PARTNER**  
for Business and Technology

**BERLIN**



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Dr. Stefan Franzke  
**Human Resources**  
Jana Jungklaus  
**Corporate Communications**  
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**Capital City Marketing**  
Myriam Sztayn  
Carl-Philipp Wackernagel

**Mobility | Energy | Innovation**  
Thomas Meißner

**Health | Industry  
Infrastructure**  
Dr. Kai Uwe Bindseil

**Digital Business | Startups**  
Nadine Jüdes

**Internal Services | Strategy**  
Sebastian Holtgrewe

**Berlin Partner Network |  
Events**  
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**Berlin Agency for  
Electromobility eMO**  
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**Berlin Districts | Startups**  
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**Finance | Controlling**  
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Carl-Philipp Wackernagel

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**Innovation | Funding  
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**Media | Creative Industries**  
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**Manufacturing Industries**  
David Hampel

**Smart Cities**  
Beate Albert

**Photonics**  
Gerrit Rössler

**Talent | International**  
Burkhard Volbracht

Acting Executive Chairman: Dr. Hinrich Holm | Authorised Officer: Dr. Kai Uwe Bindseil, Sebastian Holtgrewe, Jana Jungklaus  
Works Council Chairman: Olaf Engel | Data Protection Officer: Sascha Tiede | Compliance Officer: Jana Jungklaus, Alexander Kühne  
Internal Audit: Stefanie Kühnemann | Sustainability Officer: Robin Bruck, Dr. Diana Woelki

January 1, 2022

#### Legal Notice

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**Notice:** Some figures have been rounded up.

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